

CUSTOMER  
—  
|  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. 5A-H1852 ORDER NO. 56594 DATE 10-11-1935

CUSTOMER  
CHEZ AMI,  
BUFFALO, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

B12  
Photos for  
this Customer

12 1/2" M PC SIZE 3 1/2" x 5 1/2"

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

PLACE OF TITLE Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: "THE NATIONS' SMARTEST NITE CLUB"

BOT: CHEZ AMI - 311 DELAWARE AVENUE -  
BUFFALO, N. Y.

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout Retouched Photo Wash Drawing

Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTO & COLORED COPIES ATTACHED.

DEADLINE  
DEADLINE

RETURN PHOTO YES

PHOTO RETURNED

TO

PHOTO USED FOR

Photo ret  
8/27/36



E.B. ASKLEY  
SANDUSKY, OHIO

NO 5A-1853 ✓

ORDER NO. 56610

DATE 10-15-35

25 M.T. ART. COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

FLORAL EMBLEM, WASHINGTON PARK,  
SANDUSKY, OHIO

PRIVATE NO. BEFORE TITLE-5

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 0

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

DARK GREEN TOP BALL & FIGURE WITH BROWN BEAK. DARK RED  
CENTER AT BASE O BALL. BOTTOM BRIGHT GREEN WITH RED  
DESIGN & BORDER. PINK FLOWERS ON REAR RIGHT. GREEN LAWN &  
FOLIAGE *No yellow colors*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*Photo set up*

E.B. ACKLEY  
SANDUSKY, OHIO

NO5A-H1854 ✓

ORDER NO. 56710

DATE 10-15-35

25 M C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

WALK ALONG TROUT STREAM AT BLUE  
HOLE, CASTALIA, OHIO

PRIVATE NO. BEFORE TITLE-28

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. ☒ YES

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 0A3946

*no yellow colors*

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. ☒

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



E.B. ACKLEY  
SANDUSKY, OHIO

NO. 5A-H1855 ✓

ORDER NO. 56609

DATE 10-15-35

M2,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

PUT-IN-BAY FERRY AND PIER, CATAWBA  
ISLAND, OHIO

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE -158

3CH126 ✓

COLOR DESCRIPTION

BOAT WHITE. DARK STACK. 1EPGRAY. BLDG. LIGHT GRAY. GRAY ROOF.  
LIGHT STONES IN FOREGROUND

*No yellow colors*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

10-15-35

2

15



20 1/2  
19

13 1/2

E. B. ACKLEY  
SANDUSKY, OHIO

NO. 5A-H1856 ✓

ORDER NO. 56609

DATE 10-15-35

M 12.500 C.T. ART COLO RTONE POST CARDS WHITE BORDER	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>	
PLACE OF TITLE <u>UPPER</u> LOWER. CENTER - BORDER.	FRONT NO. 1 R. M. NO
TITLE (IN FULL)	IMPRINT
HOTEL LAKESIDE, LAKESIDE, OHIO	SAME AS ABOVE
PRIVATE NO. BEFORE TITLE-273	6 BA 1x50

COLOR DESCRIPTION

BLDG. WHITE, GREEN SASH & WINDOW FRAMES & TRIM. BROWN & CREAM STRIPED AWNINGS. WHITE PORCH & COLUMNS. GRAY STEPS. GRAY FOUNTAIN ON LEFT SHOW WATER SPRAYING. GREEN HEDGE & LAWN & FOLIA E

*No yellow colors*

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — X	CUSTOMER		

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

5



E.B. ACKLEY  
SANDUSKY, OHIO

NO 5A-H1857

ORDER NO 56609

DATE 10-15-35

M 12,500 C.T. ART COLORTONE POST CARDS WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

LIGHT HOUSE AND INLET ON LAKE ERIE,  
PORT CLINTON, OHIO  
PRIVATE NO. BEFORE TITLE-170

SAME AS ABOVE

COLOR DESCRIPTION

BOAT WHITE. BROWN TOP & CABIN. LIGHT HOUSE WHITE. GRAY BASE RED  
ROOF. GRAY STONE WALL. MAKE WATER BLUE, *No yellow colors*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP



3

20K  
A9

E.B. ACKLEY  
SANDUSKY, OHIO

NO5A-H1858

ORDER NO 56609

DATE 10-15-35

M 12,500 C.T. ART COLORTONE POST CARDS WHITE BORDERS  
(ALL PRINTS ON THE PICTURE SIDE) (ALL PRINTS ON THE ADDRESS SIDE)

PLACE OF TITLE (PER) LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

VIEW OF WASHINGTON PARK SHOWING P  
POST OFFICE, SANDUSKY, OHIO  
PRIVATE NO. BEFORE TITLE-24

SAME AS ABOVE

In  
7134-1211

COLOR DESCRIPTION

BLDG. DARK CREAM, LIGHT STONE CORNICE & C LUMNS. COPPER ROOF  
GRAY STEPS. 1ST FLOWER BED ON LEFT PINK. 2ND. FLOWER BED ON  
RED FLOWERS. CANNON ON RIGHT DULL GREEN. GREEN LAWN & FOLIAGE

No yellow colors

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — X X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TOUR 2000 11/1

DEADLINE



E.B. ACKLEY  
SANDUCKY, OHIO

NO. 5A-H1839 ✓

ORDER NO. 56609

DATE 10-15-35

M

12 500 C.T. ART COLORTONE POST CARD WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

ROCKY SHORE ALONG CATAWBA CLIFFS,  
SHOWING MOUSE ISLAND

FRONT NO.

R. M.

IMPRINT

SA E AS ABOVE

*Private no before title - 157*

COLOR DESCRIPTION

*In 7 BH1214*

GRAY ROCKS, ISLAND GREEN FOLIAGE, *no yellow colors*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 44



E.B. ACKLEY  
SANDUSKY, OHIO

NO 5A-H1860 ✓

ORDER NO 56608

DATE 10-15-35

6 M

C.T. ART. COLORED POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL)

IMPRINT

LAKE VIEW PARK AND CAMPING  
GROUNDS, PORT CLINTON, OHIO  
PRIVATE NO. BEFORE TITLE-17

SAME AS ABOVE

COLOR DESCRIPTION

DARK GRAY & GREEN FERN FOUNTAIN. WHITE BIRD HOUSE & POST  
GREEN TRIM. REAR TENTS WHITE. PINK FLOORS IN FOREGROUND  
SHOW LAKE IN FOREGROUND. GREEN LAWN & FOLIAGE IN REAR  
REMOVE LITTLE GIRL IN CENTER

*No yellow colors*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 11

DEADLINE



SEAWALL SPECIALTY CO.,  
HOUSTON, TEXAS

NO. 5A-H1861

ORDER NO. 56619

DATE 10-15-35

M 12,500 C.T. ART COLORTONE POST CARDS WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

VIEW OF GULF AND BEACH  
BOULEVARD FROM HOTEL GALVEZ,  
GALVESTON, TEXAS

FRONT NO. 1 R. M. NO

IMPRINT SEAWALL SPECIALTY CO.,  
HOUSTON AND GALVESTON, TEXAS

COLOR DESCRIPTION

LARGE HOTEL, CREAM BRICK. BATH HOUSE - LIGHT COLOR, SLATE ROOF.  
TOUCH OUT SIGNS. SH W LOTS OF BATHERS IN REAR OF BATH HOUSE,  
STRENGTHEN WAVES AND SHOW LOTS OF WHITE CAPS. SHARPEN "HOTEL  
GALVEZ" SIGN ON WALK. BLOCK OUT SIGNS ON TOP OF PIER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

7AH-2367

TYPE SET UP

DEADLINE



SEAWALL SPECIALTY CO.,  
HOUSTON, TEXAS

NO. 5A-H1862 ✓

ORDER NO. 56619

DATE 10-15-35

M

12,500 C.T. ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

FISHING AND CRABBING OFF THE  
SOUTH JETTIES, ON EAST BEACH AT  
GALVESTON, TEXAS

IMPRINT SEAWALL SPECIALTY CO.,  
HOUSTON AND GALVESTON, TEXAS

COLOR DESCRIPTION

ROCKS ARE PINK GRANITE. SHOW PLAINLY LIGHT USE AND STEAMER  
SHARPEN WAVE WHITE CAPS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. —

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



MC CORMICK COMPANY  
AMARILLO, TEXAS

NO. 5A-H1863 ✓

ORDER NO. 96620

DATE 10-15-55

6 M C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

ST. MARY'S ACADEMY, AMARILLO,  
TEXAS

DISTRIBUTED BY MC CORMICK CO.,  
217 E. 7TH AVE., AMARILLO, TEXAS

LOWER LEFT: - PHOTO 2212-C McCORMICK CO.,  
AMARILLO, TEXAS

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED TO PHOTOGRAPH

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

801 1/2  
19 3/4

replied

5



C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO 5A-H1864 ✓

ORDER NO. 56617

DATE 10-15-35

M

12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

AIRPLANE VIEW OF GENERAL  
ELECTRIC WORKS, PITTSFIELD, MASS.

Private no. 3/4 inch from right  
edge in upper border - 21

COLOR DESCRIPTION

use photo - 93205

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



22

OTTO HILLIG  
NORTH MAIN STREET  
LIBERTY, N.Y.

NO. 5A-H1865 ✓

ORDER NO. 56626

DATE 10-18-35

20 1/2  
19 1/2  
12

in sky

M 12,500 C.T. ART COLORTONE POST CARDS, ~~WHITE BORDER~~ *full free*  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT

EAGER ROSE GARDEN, BUSHVILLE, N.Y.

COPYRIGHTED BY OTTO HILLIG,  
LIBERTY, N.Y.

*In Plate - © Otto Hillig*

COLOR DESCRIPTION

ROOF DARK RED. HOUSE WHITE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

12



2 1/2

780 1/2  
19

TOLEDO POST CARD CO.,  
TOLEDO, OHIO

NO 5A-H1866 ✓

ORDER NO. 56632

DATE 10-15-35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 ~~1~~ R. M. NO

TITLE (IN FULL)

IMPRINT

TOLEDO YACHT CLUB, BAY VIEW PARK,  
TOLEDO, OHIO

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE-7

COLOR DESCRIPTION

BLDG. LIGHT STUCCO, RED ROOF, RED SASH, GRAY STEPS, GREEN LAWN &  
SHRUBERY. RED & PINK FLOWERS ALONG TERRACE ON LAWN. ORANGE LAMP  
POSTS. BLDGS. ON RIGHT WHITE. RED ROOFS. BOATS WHITE. BROWN  
TOPS & CABINS. MAKE WATER BLUE. *no yellow colors*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 5874 10R

DEADLINE

12



TOLEDO POST CARD CO.,  
TOLEDO, OHIO

NO. 5A-H1867 ✓

ORDER NO 56632

DATE 10-15-35

M2,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 18 R. M. NO

TITLE (IN FULL)

SKYLINE SHOWING CHERRY STREET  
BRIDGE, TOLEDO, OHIO  
PRIVATE NO. BEFORE TITLE-3

IMPRINT  
SAME AS ABOVE

COLOR DESCRIPTION

BRIDGE GRAY, DARK DRAW ON LEFT. TALL BLDGS. ON RIGHT. REAR RED &  
BROWN LIGHT TRIM. RIGHT FOREGROUND 1ST GRAY 2 DARK RED. ON LEFT  
REAR CENTER TALL BLDG. LIGHT STONE GRONZE SASH. ON LEFT TALL  
BLDG. LIGHT TAN BUFF. LIGHT CORNICE. OTHER BLDGS. ON LEFT BROWN &  
GRAY & RED. MAKE WATER BLUE. *no yellow colors*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET

REAR LINE



TOLEDO POST CARD CO  
TOLEDO, OHIO

NO. 5A-H1868

ORDER NO. 56632

DATE 10-15-35

M 12,500 POST CARDS, C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 124

R. M. NO

TITLE (IN FULL)

IMPRINT

TOLEDO HOSPITAL, TOLEDO, OHIO  
PRIVATE NO. BEFORE TITLE-25

SAME AS ABOVE

COLOR DESCRIPTION

DARK DULL RED BRICK. WHITE WINDOW PANES. LIGHT STONE CORNICE & TRIM.  
GRAY STONE BASE. LIGHT STONE TRIM AT ENTRANCE. GRAY WINDOW  
FRAMES, BRONZE SASH. LIGHT GRAY COLUMN & LAMP POST AT ENTRANCE.  
DARK DOOR. LIGHT CEMENT WALK. GREEN LAWN & SHRUBERY

*No yellow colors*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



TOLEDO POST CARD CO.,  
TOLEDO, OHIO

NO 5A-H1869 ✓

ORDER NO. 56632

DATE 10-15-35

M 12,500 C.T. ART COLORTONE POST CARDS WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 114

R. M. NO

TITLE (IN FULL)

IMPRINT

MAIN ENTRANCE, TOLEDO MUSEUM OF ART, SAME AS ABOVE  
TOLEDO, OHIO

PRIVATE NO. BEFORE TITLE-12

COLOR DESCRIPTION

WHITE MARBLE WITH LIGHT GRAY MOTTLE. STEPS SAME COLOR. GREEN ROOF  
ON REAR WING. DULL RED TILE BETWEEN STEPS ON LEFT & RIGHT. GRAY  
BIRD BATH. GREEN LAWN & HEDGE ON RIGHT FOREGROUND & REAR CENTER.  
GILD TRIM ON EDGE OF CORNICE ON RIGHT ALONG ROOF *No yellow colors*

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



TOLEDO POST CARD CO.,  
TOLEDO, OHIO

NO 5A-M1870 ✓

ORDER NO.  
56632

DATE 10-15-35

M 12,500 C.T. ART CILORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. ~~114~~ / R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

U.S. POST OFFICE, MADISON AVENUE AND  
13TH STREET, TOLEDO, OHIO

PRIVATE NO. BEFORE TITLE-14

COLOR DESCRIPTION

LIGHT GRAY STONE ALL OVER, GRAY LOWER CORNICE ~~NO~~ GREEN ROOF &  
TOP CORNICE. GRAY SASH, BRONZE LAMP POSTS. OAK DOORS. GREEN  
LAWN & SHRUBERY. BLDGS. ON RIGHT DARK RED BRICK, GRAY TRIM.  
REMOVE ALL POLES & VINES. LIGHT CEMENT WALKS, *no yellow colors*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



3 1/2

TOLEDO POST CARD CO.,  
TOLEDO, OHIO

NO5A-H1871 ✓

ORDER NO 56632

DATE 10-15-35

M2,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO ~~114~~ / R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

UNIVERSITY OF THE CITY OF TOLEDO,  
TOLEDO, OHIO

PRIVATE NO. BEFORE TITLE-54

5CH 276

COLOR DESCRIPTION

GRAY STONE ALL OVER, DARK GRAY SASH, LIGHT GRAY STONE CORNICE.  
DULL BUFF & DARK SLATE MOTTLED ROOF. PINK FLOWERS ON FIRST  
BUSHES. GREEN LAWN & SHRUBERY. *No yellow colors*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

THIS SET IS

DEADLINE

5  
10



RC 1/2  
A9

6

E. B. ACKLEY,  
EXM SANDUSKY, OHIO

NO. 5A-H1872 ✓

ORDER NO. 58509

DATE 1-11-1936

12<sup>1</sup>/<sub>4</sub> M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) AEROPLANE VIEW OF CAMP

IMPRINT SAME AS ABOVE

PERRY, OHIO, ON LAKE ERIE

PRIVATE NO ONE OR TITLE: 170

3B/H634

COLOR DESCRIPTION

TENTS LIGHT BROWN KHAKI COLOR. BLDGS. ON LEFT LIGHT GRAY, DARK RED ROOFS.  
LIGHT GRAY MACHINE GUN FRAMES IN FOREGROUND. GRAY TARGETS ON RIGHT. GREEN  
LAWN & FOLIAGE, NO YELLOW COLORS. GRAY STACK ON REAR RIGHT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

(TYPE SET UP)

~~DEADLINE~~

7



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A-H1873 ORDER NO. 56650 DATE 10-15-1935

CUSTOMER FOREST PARK HOTEL,  
ST. LOUIS, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2" PC SIZE 3 1/2" x 5 1/2"

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full FOREST PARK HOTEL - 4910 WEST  
PINE BLVD. - SAINT LOUIS, MO.

FRONT NO. 45 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

TAKE OUT WIRES, FLAG POLE, NEWSPAPER BOX,  
AUTO IN FRONT (LEAVE THE OTHERS AUTOS IN PICTURE,  
PARKING SIGN, LADY, BICYCLE. SEE TISSUE OVERLAY  
CUT AT BOTTOM AND ADD SKY.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

RED BRICK, WHITE STONE AND TERRA COTTA TRIMMINGS. BUFF WINDOW SHADES. GREEN WINDOW SASH. BROWN  
CANOPY AT DOOR, GREEN CANOPY AT SIDEWALK. SIGN ABOVE ENTRANCE WHITE LETTERS.  
SEE TISSUE ATTACHED. SHOW SOME GREENS AROUND THE BUILDING AND SOME LEAVES ON THE TREES.

PHOTO RETURNED TO PHOTO USED FOR

Ret 6 1/2  
200 1 1/2  
A 10 1/2  
C 1/2

1100  
1100

X



on 25th fl  
28 1/2  
A 10

1/2

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 5A-M1874 ✓

ORDER NO 56668

DATE 10-17-35

25M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL)

IMPRINT

FOSHAY TOWER, MINNEAPOLIS, MINN.

SAME AS ABOVE

COLOR DESCRIPTION

use part of photo 5AH1892

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 5A-H1875 ✓

ORDER NO. 36668

DATE 10-17-35

25 M

12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

TELEPHONE BUILDING,  
MINNEAPOLIS, MINN.

SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 1A3416, MAKE INTO DAY VIEW

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



HE 1 1/2  
A 8 3/4

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO 5A-H1876 ✓

ORDER NO. 56668

DATE 10-17-35

25 M

12-500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

NEW POST OFFICE, MINNEAPOLIS, MINN.

FRONT NO. 1

R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER

X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 301 20

DEADLINE

8



reprints

25 M 1 1/2  
1-93 1/4

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO 5A-H1877 ✓  
ORDER NO 56668

DATE 10-17-5

25 M <del>1-93 1/4</del> C.T. ART COLORTONE POST CARDS WHITE BORDER	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>	
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.	FRONT NO. 1 R. M NO
TITLE (IN FULL) NORTHWESTERN BANK BUILDING, MINNEAPOLIS, MINN.	IMPRINT SAME AS ABOVE
COLOR DESCRIPTION	

USE PHOTO NO. 120480

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

7



GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 5A-H1878 ✓

ORDER NO. 56668

DATE 10-17-35

25 M 12-500 C.T. ART COLORTONE POST CARDS WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

BASILICA OF ST. MARY'S,  
MINNEAPOLIS, MINN.

COLOR DESCRIPTION

use new photo

2 blueprints

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



280 1/2  
A 9 3/4

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 5A-H1879 ✓

ORDER NO. 56668

DATE 10-17-35

25 M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

LORING PARK, MINNEAPOLIS, MINN.

SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

8



GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 5A-H1880 ✓  
ORDER NO. 56668

DATE 10-17-35

25 M 12-500 C.T. RT COLORTONE POST CARDS, WHITE BORDER  
(ALSO PRINTS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

LAKE OF THE ISLES, MINNEAPOLIS,  
MINN.

COLOR DESCRIPTION

IN FOREGROUND A DRAIN, CHANGE TO LAWN

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



200 1 1/2  
A 9 1/2

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 5A-H1881 ✓

ORDER NO. 56668

DATE 10-1-35

25 M 12-500 GT. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

LAKE NAKOMIS PARK, MINNEAPOLIS,  
MINN.

( SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTOGRAPH

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

2/20

201 1/2  
19 1/2

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 5A H1882 ✓

ORDER NO. 56668

DATE 10-17-35

25 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL)

IMPRINT

ROUND TOWER, FORT SNELLING,  
MINNEAPOLIS, MINN.

SAME AS ABOVE

photo 5-B 314

COLOR DESCRIPTION

REDDISH VINES. BUFF BRICK. RIGHT OFFICERS QUARTERS.  
COLUMNS WHITE. ROOFS RED, SIDES BROWN. CLEAN UP YARD A LITTLE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 112

DEADLINE

12



7

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO 5A-H1883 ✓

ORDER NO 56668

DATE 10-17-35

25M

12-500 C.T. ART COLORTONE POST CARDS WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

RAND TOWER, MINNEAPOLIS, MINN.

SAME AS ABOVE

*Make 2 blueprints*

COLOR DESCRIPTION

RAND TOWER WHITE, BROWN BOTTOM. NEXT BLDG. LEFT  
BUFF. FARTHEST BLDG. RIGHT RED TOP, BUFF BOTTOM. NEXT TO  
FARTHEST BROWN RIGHT RED. 3RD FROM END WHITE, 2ND FROM RAND  
BLDG. RED. 1ST FROM RAND BLDG.  
SEE TISSUE ATTACHED TO PHOTOGRAPH

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

3

~~25~~  
Harr

210 1 1/2  
11 3/4

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO 5A-H1884 ✓

ORDER NO. 56668

DATE 10-17-35

25 M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL)

IMPRINT

MEMORIAL STADIUM, UNIVERSITY OF  
MINNESOTA, MINNEAPOLIS, MINN.

SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE UP

DEADLINE



6 1/2

20 1/2  
49 1/2

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N. Y.

NO. 5A-H1885 ✓

ORDER NO. 57396

DATE 11-25-1935

12 1/2 M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL)

BEAR MOUNTAIN HUDSON

IMPRINT

SAME AS ABOVE

RIVER BRIDGE FROM U.S. ROUTE 9W

COLOR DESCRIPTION

BRIDGE GRAPHITE BLACK. MAKE VIVID COLORS OF AUTUM FOLIAGE. REMOVE SMALL  
BOATS IN FOREGROUND.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF YES  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

M

report BX10

22 1 3/4  
A13

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 5A-H1886 ✓

ORDER NO. 56668

DATE 12-17-35

25 M 12,500 C.T. ART COLORTONE POST CARDS WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

TITLE (IN FULL)

NICOLLET AVENUE, MINNEAPOLIS,  
MINN.

FRONT NO.

1

R. M.

NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

LEFT--FIRST BLDG. GRAY. SECOND GRAY-WOOLWORTH. CORNER BLDG.  
BROWN. FOURTH BLDG. WHITE. FIFTH BLDG. WHITE.

RIGHT--FIRST BLDG. BROWN. SECOND BLDG. BUFF. THIRD BLDG.  
WHITE. FOURTH BLDG. RED. FIFTH BLDG. WHITE. SIXTH BLDG. BROWN-  
DAY TONS *See back of photo*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO 5A-H1887 ✓

ORDER NO. 56668

DATE 12-17-35

25 M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

ART MUSEUM, MINNEAPOLIS, MINN.

SAME AS ABOVE

COLOR DESCRIPTION

*Gray limestone color.*

*Photo in 5B H 363*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

replate 2 1/2

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 5A-H18888 ✓

ORDER NO. 56668

DATE 10-17-35

25 M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

MINNEHANA FALLS, MINNEAPOLIS, MINN.

SAME AS ABOVE

*Bot small type - HAYNES PHOTO*

COLOR DESCRIPTION

USE PHOTO NO. 56122

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

EXPOSED

8



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO  
YES  
NO

DIAL NO. 5A-H1E88 ORDER NO. 57403

DATE 11-25-1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER

THE MAYRAIR,  
WASHINGTON, D. C.

25 M PC

SIZE

3 1-2 X 5 1-2

STYLE ART COLORTONE,

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

See 8  
A-13  
C-1/2?

23.50

Slam

see 13/4  
A12

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 5A-H1889 ✓

ORDER NO. 56668

DATE 10-07-35

25 M 12,500 C.T. ART COLORTONE POSTCARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

THIRD STREET BRIDGE, SHOWING  
MILLING SECTION, MINNEAPOLIS, MINN.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

( TYPE SET UP

DEADLINE

10  
5



*Fulton*

6

*25 M 12,500 C.T. 1 1/2 9 3/4*

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 5A-H1890

ORDER NO. 56668

DATE 10-17-35

25 M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

MENDOTA BRIDGE, MINNEAPOLIS, MINN.

*photo 5B-376*

COLOR DESCRIPTION

*Bring out house at center of photo under bridge*  
PICTURE TAKEN FROM ONLY ANGLE, POSSIBLE TOO MANY TREES  
DO NOT SHOW UP, BRIDGE VERY WELL, THIN OUT TREES SOMEWHAT, ADD  
A LITTLE TO BOTTOM STRUCTURE OF BRIDGE. BRING OUT ROAD IN  
FOREGROUND. A TRIFLE ALSO WAY IN BACKGROUND. SEE TISSUE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

*6*

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 5A-41891 ✓

ORDER NO. 56668

DATE 10-17-5

25 M

12-500 C.T. ART COLORTONE POST CARDS WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

NEW AUDITORIUM AND WESLEY TEMPLE,  
MINNEAPOLIS, MINN.

FRONT NO. 1

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

NEW AUDITORIUM-WHITE STONE, WINDOWS BROWN, LITTLE BLUE DESIGNS  
GREEN AWNING. GREEN DOORS, BOTTOM WINDOWS GREEN. WESLEY TEMPLE-  
BROWN BRICK. CORNICE TAN. BOTTOM WHITE BRICK. CHURCH STEEPLE  
GREEN. ROOF GRAY BRICK. REDDISH BROWN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO 5A-H11592 ✓

ORDER NO. 56668

DATE 10-17-35

25 M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

SKYLINE, MINNEAPOLIS, MINN.

*see back of photo for  
sub titles.*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

*Make 2 blueprints*

COLOR DESCRIPTION

SEE CARD NO. 0A4261 FOR COLORS. REPHOTO AND OUT  
OUT FOSHAY TOWER. SEE CARD NO. 2518-29 BACKGROUND HAS  
CHANGED SOME.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

*Photo by Glanville  
in Journal  
H 1874*

DEADLINE



(1)

~~6 1/2 x 4 1/2~~  
5 1/8 x 3 1/8

Col. Sketch

12  
9

22 1/2  
A16

Handwritten

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 5A-H1893 ✓

ORDER NO. 56668

DATE 10-17-35

25 M 12-500 C.T. ART. COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M. NO

TITLE (IN FULL)

IMPRINT

GREETINGS FROM MINNEAPOLIS, MINN.

SAME AS ABOVE

But, small type - C. T. & Co.,  
Chicago

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

DEADLINE

X



TOLEDO POST CARD CO.,  
TOLEDO, OHIO

NO. 5A-H1894

ORDER NO. 56659

DATE 10-18-35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

CENTRAL CATHOLIC HIGH SCHOOL,  
TOLEDO, OHIO  
PRIVATE NO. BEFORE TITLE-49

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

NO

IMPRINT TOLEDO POST CARD CO.,

TOLEDO, OHIO

COLOR DESCRIPTION

DARK & LIGHT BUFF MOTTLED BRICK. LIGHT & DARK BROWN  
MOTTLED TILE ROOF. LIGHT GRAY BASE & CORNICE & TRIM. LIGHT GRAY  
PANNELS BETWEEN WINDOWS ON TOP FLOOR. GREEN LAWN & SHRUBERY,  
GRAY STEPS. REMOVE STACK ON REAR RIGHT. REMOVE POLE & SIGN ON  
RIGHT. REMOVE WIRE FENCE ALONG WALK

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

( TYPE SET UP )



210 1/2  
1924

TOLEDO POST CARD CO.,  
TOLEDO, OHIO

4

NO. 5A-H1895 ✓

ORDER NO. 56659

DATE 10-16-35

M12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

LUCAS COUNTY COURT HOUSE AND PARK,  
TOLEDO, OHIO

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE-21

COLOR DESCRIPTION

LIGHT TAN GRAY STONE, GREEN ROOF ON DOME, DARK SASH.  
PURPLE FLOWER BED. MONUMENT ON LEFT LIGHT GRAY, BRONZE  
FIGURE. BLDG. ON REAR-LEFT DARK RED. GREEN LAWN & SHRUBERY  
& FOLIAGE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

5

DEADLINE



TOLEDO POST CARD CO.,  
TOLEDO, OHIO

NO. 5A-H1896 ✓

ORDER NO. 56659

DATE 10-16-35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

HIGH LEVEL BRIDGE ACROSS MAUMEE  
RIVER, TOLEDO, OHIO  
PRIVATE NO. BEFORE TITLE-61

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 2A418

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

TOLEDO POST CARD CO.,  
TOLEDO, OHIO

NO. 5A-H1897

ORDER NO. 56659

DATE 10-16-35

M2,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)  
SUMMIT STREET, LOOKING SOUTH,  
TOLEDO, OHIO

PRIVATE NO. BEFORE TITLE-8

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 4291-29

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



L.O. 2 1/2  
Rel 6  
H.C. 1 3/4  
L.A. 13

RETURN PHOTO YES NO  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL NO. 5A-H1898 ORDER NO. 56673 DATE 10-19-1935

CUSTOMER MORRIS MANN & REILLY,  
CHICAGO, ILL.

DEPT. RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART  
DATE COMPLETED

Photos for  
this Customer

12 1/2 M FC

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full FLEURETTE ... A TIMELY ~~EXTENSION~~

COSTUME ACCESSORY ALL POSSIBLE DOLLAR RETAILERS  
WILL BRING MORE

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Prints — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

DEADLINE  
DEADLINE

PHOTO RETURNED

TO

PHOTO USED FOR



28-12-92

32

NO. 5A-H1899 ✓

ORDER NO. 56311

DATE 10-16-1935

PARISH CASINO,  
WEST BEND, IOWA

6 M LARGE FOLDER VIEW, ART COLORTONE, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL) NORTH AND EAST FRONT

IMPRINT

OF GROTTTO

COLOR DESCRIPTION

SEE TISSUE ATTACHED. FLOWER POT ON CORNERS, VARIED COLORS, WHITE  
PREDOMINATES. COLORS VERY SOFT. CROSS WHITE, BACKGROUND DARK  
BROWN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET



PARISH CASINO,  
WEST BEND, IA.

NO. 5A-H1900 ✓

ORDER NO. 56311

DATE 10-16-1935

6 M LARGE FOLDER VIEW, ART COLORTONE, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) FRONT OF GROTTO AND  
ARCHANGEL MIKE FOUNTAIN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M.

IMPRINT

COLOR DESCRIPTION

SEE TISSUE ATTACHED. FIGURE OF CHRIST WHITE, LETTERING  
WHITE, BACKGROUND BROWN. COLUMNS TANNISH BROWN, GATES BLACK.  
FIGURE ARCHANGEL ON FRONT PEDESTAL WHITE. PEDESTAL GOLD, BROWN  
RED, BLUE, PINK. COLORS VERY SOFT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

10/12/35



200-12  
A-9

3

NO. 5A-H1901 ✓

ORDER NO. 56311

DATE 10-16-1935

PARISH CASINO,  
WEST BEND, IA.

6 M LARGE FOLDER VIEWS, ART COLORTONE, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WINDOW SECTION OF  
GROTTO

FRONT NO. N ONE R. M.  
IMPRINT

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

11



I

201 1/2  
A10

PARISH CASINO,  
WEST BEND, IA.

NO. 5A-H1902 ✓

ORDER NO. 56311

DATE 10-16-1935

6 MLARGE FOLDER VIEWS, ART COLORTONE, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M.

TITLE (IN FULL) NICHE OF STATUE

IMPRINT

1

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

12

2 1/2

201 1/2  
P 93

PARISH CASINO,  
WEST BEND, IA.

NO. 5A-H1903 ✓

ORDER NO. 56311

DATE 10-16-1935

6 M LARGE FOLDER VIEW, ART COLORTONE, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL) CROSS SECTION OF  
GROTTO

IMPRINT

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

11



PARISH CASINO,  
WEST BEND, IA.

NO. 5A-H1904 ✓

ORDER NO. 56311

DATE 10-16-1955

6 M LARGE FOLDER VIEW, ART COLORTONE, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ENTRANCE TO WAY OF  
THE CROSS

FRONT NO.

NONE

R.M.

IMPRINT

COLOR DESCRIPTION

SEE TISSUE ATTACHED, SEE 5A-H1905,

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

17-25  
10-25

2x 1 1/2  
A 10

PARISH CASINO,  
WEST BEND, IA.

NO. 5A-H1906 ✓

ORDER NO. 56311

DATE 10-16-1935

6 M LARGE FOLDER VIEW, ART COLORTONE, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL) XXXXXXXXXX

IMPRINT

STATION V

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.,— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



2421  
H 9 3/4

3

PARISH CASINO,  
WEST BEND, IA.

NO. 5A-H1907 ✓

ORDER NO. 56311

DATE 10-16-1935

6 M LARGE FOLDER VIEW, ART COLORTONE, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL) SOUTH EAST ENTRANCE

IMPRINT

TO GROTTO

COLOR DESCRIPTION

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8

五、六、七、八、九、十、十一、十二、十三、十四、十五、十六、十七、十八、十九、二十、二十一、二十二、二十三、二十四、二十五、二十六、二十七、二十八、二十九、三十、三十一、三十二、三十三、三十四、三十五、三十六、三十七、三十八、三十九、四十、四十一、四十二、四十三、四十四、四十五、四十六、四十七、四十八、四十九、五十、五十一、五十二、五十三、五十四、五十五、五十六、五十七、五十八、五十九、六十、六十一、六十二、六十三、六十四、六十五、六十六、六十七、六十八、六十九、七十、七十一、七十二、七十三、七十四、七十五、七十六、七十七、七十八、七十九、八十、八十一、八十二、八十三、八十四、八十五、八十六、八十七、八十八、八十九、九十、九十一、九十二、九十三、九十四、九十五、九十六、九十七、九十八、九十九、一百。



7

32

26012  
A9

PARISH CASINO,  
WEST BEND, IA.

NO. 5A-H1909 ✓

ORDER NO. 56311

DATE 10-16-1935

6-M LARGE FOLDER VIEW, ART COLORTONE, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL) XX

IMPRINT

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF  
PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

12  
4

200K<sup>1</sup>/<sub>2</sub>  
19<sup>1</sup>/<sub>2</sub>

5 1/2

PARISH CASINO,  
WEST BEND, IA.

NO. 5A-H1910 ✓

ORDER NO. 56311

DATE 10-16-1935

6 M LARGE FOLDER VIEW, ART COLORTONE, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL)

IMPRINT

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



#

200 1/2  
A8

NO. 5A-H1911 ✓

ORDER NO. 56311

DATE 10-16-1935

PARISH CASINO,  
WEST BEND, IA.

6 M LARGE FOLDER VIEW, ART COLORTONE, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL)

IMPRINT

COLOR DESCRIPTION

SEE TISSUE ATTACHED. TAKE OUT LIGHT BULB & WIRES.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

5

2

210/1  
193/4

PARISH CASINO,  
WEST BEND, IA.

NO. 5A-H1912 ✓

ORDER NO. 56311

DATE 10-16-1935

6 M LARGE FOLDER VIEW, ART COLORTONE, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. NONE R. M.

TITLE (IN FULL)

IMPRINT

COLOR DESCRIPTION

SEE TISSUE ATTACHED. ALSO SEE 5A-H1905 & 5A-H1906.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



3 1/2

NO. 5A-H1913 ✓

ORDER NO. 56311

DATE 10-16-1935

PARISH CASINO  
WEST BEND, IA

6 M LARGE FOLDER VIEWS, ~~ART~~ COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. R. M.

TITLE (IN FULL)

IMPRINT NONE

COLOR DESCRIPTION

SEE INK TISSUE ATTACHED. ALSO SEE 5A-H1907

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

8

21E 3/4  
A-10

4E 5 1/2

PARISH CASINO,  
WEST BEND, IA.

NO. 5A-H1914

ORDER NO. 56311

DATE 10-16-1935

6 M

LARGE FOLDER VIEWS, WHITE BORDER, ART. COLORED TONE

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

NONE

SANCTUARY, SS. PETER AND  
PAULS CHURCH

COLOR DESCRIPTION

SEE TISSUE ATTACHED.  
BROWN VARNISHED SEATS. WHITE RAILING. GOLD CORD.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 111



24014  
A11

PARISH CASINO,  
WEST BEND, IA.

NO. BA-H1915 ✓

ORDER NO 56511

DATE 10-16-1935

6 M LARGE FOLDER VIEWS, ART COLORTONE, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL) "CHAPEL OF BETHLEHEM"  
GROTTO

IMPRINT

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

PARISH CASINO,  
WEST BEND, IA.

NO. 5A-H1916 ✓

ORDER NO. 56311

DATE 10-XE 16-1935

6 M LARGE FOLDER VIEWS, ART COLORTONE, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL)

IMPRINT

COLOR DESCRIPTION

SEE 5A-H1899.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 48



*10/18*

*A16*

*Col. 13*  
*8*  
*8*

W.T.GRANT CO., ROCHESTER, MINN.		NO. 5A-H1917
		ORDER NO. 56701
		DATE 10-18-1935
25 M ART COLORTONE POST CARDS, WHITE BORDER		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. NO
TITLE (IN FULL) GREETINGS FROM ROCHESTER, MINN.	IMPRINT NONE	
BOT, SMALL TYPE: (C) C.T.&CO., CHICAGO		
COLOR DESCRIPTION		
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

DEADLINE

*7*  
*8*

*X*

ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO. 5A-H1918 ✓

ORDER NO. 56728

DATE 10-18-35

25 M C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

A SCENE ON THE T.V.A. FREEWAY,  
NEAR NORRIS DAM, TENNESSEE  
PRIVATE NO. BEFORE TITLE-788

COLOR DESCRIPTION

MOUNTAINS IN BACK SIMILAR TO ONES ON ATTACHED CARD

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO. 5A-H1919 ✓

ORDER NO. 56728

DATE 10-18-35

25M C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

SPRING-TIME, ON HIGHWAY BETWEEN  
KNOXVILLE AND NORRIS DAM, TENNESSEE  
PRIVATE NO. BEFORE TITLE-787

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M.

~~NO~~ YES

same as  
5A-H1918

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

MAKE PRETTY SPRING SCENE, WHITE DOGWOOD BLOSSOMS ON TREES AS  
INDICATED. DARK BLUE CAR.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

20 1/2  
A9

ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO 5A-M1920 ✓

ORDER NO 56729

DATE 10-18-35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. ~~NO~~ YES

TITLE (IN FULL) *Springtime*

IMPRINT

SPRINGTIME SCENE, IN MODEL TOWN OF  
NORRIS, TENN.

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE 789

COLOR DESCRIPTION

DARK BLUE CAR, WHITE HOUSE, GREEN TILE ROOF. OMIT SMALL BOY.  
DOGWOOD BLOSSOMS ON TREES

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO. 5A-H1921 ✓

ORDER NO. 56529

DATE 10-10-35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

YES

same as 5A-H1920

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

NIGHT-TIME SCENE, AT NORRIS, TENN.  
PRIVATE NO. BEFORE TITLE-790

COLOR DESCRIPTION

MAKE PRETTY MOONLIGHT SCENE, HOUSE SOME ARE DARK RED  
BRICK. OTHERS WHITE WITH VARIGATED SLATE ROOFS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE C-7 11D

DEADLINE

8

ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 5A-H1922 ✓

ORDER NO. 56729

DATE 10-18-35

12 1/2 M Art Colortone Post Cards, White Border

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

BILTMORE  
HIGH SCHOOL, BRADENTON, FLA.  
PRIVATE NO. BEFORE TITLE-B86

COLOR DESCRIPTION

RED BRICK BUI DING, WHITE TRIM & PILLARS. OLEANDERS PINK  
ON FRONT ALONG ROAD. RED HIBISCUS NEAR BUILDING. MAKE LAWN  
SMOOTH GREEN.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



4 1/2

1/2  
9

ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO. 5A-H1923 ✓

ORDER NO. 56729

DATE 10-18-35

M/2,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

HOTEL MANAVISTA, BRADENTON, FLA.  
PRIVATE NO. BEFORE TITLE-B85

COLOR DESCRIPTION

TAN STUCCO BUILDING WITH LIGHT BLUE SPECKS. RED TILE  
ROOF. LIGHT GREEN WINDOW TRIM. HIBISCUS BUSHES ALL AROUND  
BUILDING RED FLAME VINE OVER ENTRANCE. VIVID COLORS IN  
UMBRELLAS

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — \* CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

7



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO. 5A-H1924 ✓

ORDER NO 56729

DATE 10-18-35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

POST OFFICE, WINTER HAVEN, FLA.

PRIVATE NO. BEFORE TITLE-WH-19

COLOR DESCRIPTION

LIGHT CREAM BLDG. RED TILE ROOF, WHITE TRIM. CONCRETE STAIRS.  
PINK CREPE MYRTLE BUSH. DARK DOORS. OMIT GIRL BEHIND POST.  
DARK BLUE AUTO. IMPROVE FLAG.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SE UN

DEADLINE



YANKEE STORE, BERMUDA

NO. 5A-H1925 ✓

ORDER NO. 56730

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL) YANKEE STORE, HAMILTON,  
BERMUDA

IMPRINT

19

NO

SAME AS ABOVE

(HAVE LARGE TYPE, SEE TISSUE)

PRIVATE NO. BEFORE IMPRINT: NO. 233

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

DO NOT TAKE OUT BICYCLES. FOLLOW TISSUE MARKINGS. STRAIGHTEN OUT PICTURE.

FOREIGN  
WEIGHTS AND  
MEASURES  
IN DETAILS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO YES

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



202 1/4  
\$15

YANKEE STORE,  
BERMUDA

NO. 5A-12926

ORDER NO. 56730

DATE 10-18-1935

6 M ART COLORTONE POST CARD, FULL FACE	
(ALL OF THIS ON THE PICTURE SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 11 <del>25</del> R. M. NO
TITLE (IN FULL) GREETINGS FROM BERMUDA ISLANDS	IMPRINT SAM AS ABOVE
PRIVATE NO. BEFORE IMPRINT: NO. 235	
PUT PLATE NO. ON FRONT <i>Please Stamp Here (in stamp space)</i>	

COLOR DESCRIPTION

USE OWN SELECTION OF VIEWS. ~~MAINTAINING THE PROPORTION OF THE ORIGINAL~~

FOREIGN  
Watch FLAGS and

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Color Photo  
Layout 9 in  
8

X



YANKEE STORE,  
BERMUDA

NO. 5A-11927 ✓

ORDER NO. 56730

DATE 10-19-1935

6 M ART COLORTONE POST CARDS, FULL FACE  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WATERLOT INN, BERMUDA

FRONT NO.

19

R. M.

NO

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 234

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

FOLLOW PAINTING FOR COLOR.

FOREIGN  
Watch FLAGS and  
all DETAILS

RETURN PAINTING ALSO.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1928 ✓

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) CITY OF HAMILTON AND

IMPRINT SAME AS ABOVE

HARBOUR, BERMUDA

PRIVATE NO. BEFORE IMPRINT: NO. 220

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

BLDG. #1 WHITE ROOF, LIGHT GRAY BLDG. GREEN PORCH & WINDOW SHUTTERS. 2 VERY LIGHT  
PINK BLDG. WHITE ROOF. 3 LIGHT GRAY BLDG. WHITE ROOF. 4 IS THE ONLY LIGHT RED ROOF  
IN THIS VIEW, BALANCE OF ROOFS ARE WHITE. 5 WHITE BLDG. WHITE ROOF. 6 CREAM BLDG.  
WHITE TRIM. THE MAIN EFFECTS IN THIS ARE WHITE ROOFS. BOAT WHITE, HULL GRAY, SMOKE  
STACKS BLACK & RED STRIPED. WATERLINE GREEN. BAY IS A LIGHT GREENISH BLUE WATER.  
ISLANDS GREEN SHRUBBERY, WHITE ROOFS. PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Watch FLAGS and  
all DETAILS

TYPE SET UP

DEADLINE



6 1/2

YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1929

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

19

R. M.

NO

TITLE (IN FULL)

HOUSE OF PARLIAMENT AND

IMPRINT

SAME AS ABOVE

POST OFFICE, BERMUDA

PRIVATE NO. BEFORE IMPRINT: NO. 221

PUT PLATE NO. ON FRONT.

COLOR DESCRIPTION

SEE COLORED PHOTO. MAKE THE BLOSSOMS ON LOWER TREE MORE A DISTINCT ORANGE  
COLOR. DO NOT REMOVE CYCLES OR WAGON.

FOREIGN  
Watch FLAGS and  
all DETAILS

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO. B. L. & W. PROOF  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

7



YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1930 ✓

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) YE TOWNE OF ST. GEORGE'S,  
BERMUDA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 240

PUT PLATE NO. ON FRONT.

COLOR DESCRIPTION

1 BRITISH FLAG. 2&3 ONLY LIGHT GREEN PAINTED HOUSES, WHITE STONE ROOFS. 4&6 CREAM  
STONE HOUSES, WHITE ROOFS, GREEN WINDOW SHUTTERS. THE MAIN VIEW OTHERWISE IS GRAY  
& PINK BLDGS., WHITE ROOFS, GREEN WINDOW SHUTTERS. THERE ARE NO RED ROOFS. THE  
ISLANDS IN BACKGROUND ARE COVERED WITH GREEN SHRUBS. IN FOREGROUND CENTER ARE A  
FEW RED HIBISCUS BUSHES. FOR WATER COLOR SEE 4A-H2218, MORE LIGHT GREEN THAN  
BLUE. PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. YES

PHOTO PROPERTY OF J. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

Watch FLAGS and  
all DETAILS

TYPE SET UP

DEADLINE



YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1931 ✓  
ORDER NO. 56731  
DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FEATHERBED ALLEY, ST.  
GEORGE'S, BERMUDA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 241

PUT PLATE NO. ON FRONT.

COLOR DESCRIPTION

1 SMALL BUSHES WITH WHITE FLOWERS. 2 LAVENDAR COLOR BELL-LIKE BLOSSOMS ON LIGHT  
GREEN LEAF VINE. 3 BIG GREEN LEAF BUSH WITH FIRE RED COLOR BLOSSOMS ALL OVER AT  
ENDS OF BRANCHES. (SEE 4A-H1089). 4 PINK BLEANDER BUSH. 5 ANOTHER FIRE RED  
BLOSSOM BUSH, GLOSSY BIG GREEN LEAVES. HOUSE IS GRAYISH-WHITE ALL OVER, GREEN  
WINDOW SHUTTERS. CORAL ROCK ROAD. PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B.L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1932

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) A CORAL BEACH, BERMUDA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 226

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

MAKE COLORFUL UMBRELLAS. WATER LIGHT GREEN IN FOREGROUND, BLUE TOWARDS  
BACKGROUND. ROCKS NATURAL GRAY CORAL. CLEAN UP BEACH SAND. PUT CLOUDS IN  
SKY.

FOREIGN  
Watch FLAGS and  
DETAILS

SUBMIT: RET. PHOTO B. L. & W. PROOF  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



YANKEE STORE AND BERMUDA DRUG CO.,  
BE MUDA

NO. 5A-H1933

ORDER NO.  
56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

19

NO

IMPRINT

SAME AS ABOVE

TITLE (IN FULL) GOVERNMENT AQUARIUM,  
BERMUDA

PRIVATE NO. BEFORE IMPRINT: NO. 227

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

BLDG. LIGHT CREAM, WHITE TRIM, WHITE ROOF. PURPLE BOUGAINVILLEA VINE GROWING  
UP BLDG. FLOWER ROW IN FRONT OF CACTUS ARE CRIMSON COLOR. IN FRONT OF ENTRANCE  
WHITE & PINK OLEANDERS. WALLS WHITE. PUT CLOUDS IN SKY

FOREIGN

Watch FLAGS and

SUBMIT: RET. PHOTO B. L. & W. PROOF  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

HANDCOL PROOF YES

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE C. 10

DEADLINE



3

300 12  
A-9<sup>3</sup>  
4

*some right corner  
positive*

YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1934 ✓

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) FISHING AT THE DEVIL'S  
HOLE, BERMUDA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 228

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

PUT SEVERAL PINK FLOWERS ON SMALL BUSHES IN BACKGROUND. BRING OUT FISH,  
SOME OF THEM ARE COLORFUL.

FOREIGN  
Watch FLAGS and

SUBMIT: RET. PHOTO B/L & W. PROOF  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

6



CC 1 1/2  
A9

Lower left corner

YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1935 ✓

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

19

R. M.

NO

TITLE (IN FULL)

CRYSTAL CAVES, BERMUDA

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 229

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

STALAGMITES ARE MOSTLY PURE WHITE, ESPECIALLY TOWARDS END. THERE ARE SEVERAL WITH A LIGHT TAN SHADE, CONTAINING IRON. BRIDGE NATURAL WOOD, FLOATING ON WOODEN BOATS WHICH ARE WHITE. WATER A DEEP CLEAR BLUE & GREEN. NOTE REFLECTIONS

FOREIGN  
Watch FLAGS and

SUBMIT: RET. PHOTO B. L. & W. PROOF  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1936 ✓

ORDER NO. 56731

DATE 10-18-1935

6. M. ART COLORTONE POST CARDS, FULL FACE  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NATURAL ARCHES, BERMUDA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 230

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

NATURAL CORAL ROCK GREYISH TAN COLOR. PUT IN SKY EFFECT TO SUIT ROCKS AND MAKE IT STAND OUT. PUT CLOUDS IN SKY. UMBRELLA TO BE COLORED TO SUIT COLOR HARMONY LEAVE IN PICNICKERS.

FOREIGN  
Watch FLAGS and

SUBMIT: RET. PHOTO B & W. PROOF  
PHOTO PROPERTY OF CURT & CO. CUSTOMER

HANDCOL PROOF YES

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



20 1/2  
48 3/4

4 1/2

YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1937 ✓

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) SAILING, BERMUDA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 231

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

WHITE SAILS ONLY. BACKGROUND WHITE ROOFS., BLDGS. WHITE & PINK. CONCRETE WALL  
IN FOREGROUND. GREEN BENCH. MAKE LIGHT SUNSET EFFECT AS ON 4A-H1225

FOREIGN  
Watch FLAGS and  
DETROIT

SUBMIT: RET. PHOTO B.L. & W. PROOF  
PHOTO PROPERTY OF C.T. & CO. CUSTOMER

HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET BY

get card

DEADLINE

6



2812  
49

in Sky

YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-1936 ✓

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LILY FIELD IN BLOOM,  
BERMUDA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 232

PUT PLATE NO. ON FRONT.

COLOR DESCRIPTION

LILIES PURE WHITE. PINK OLEANDER BUSHES TOWARDS WATER. NOTE HILLS IN  
BACKGROUND. MAKE WATER A GREENISH BLUE (SEE SAMPLE). PUT CLOUDS IN SKY

FOREIGN  
WARRANTY

SUBMIT: RET. PHOTO B. L. & W. PROOF  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Photo in 6C462

TYPE SET UP

DEADLINE



YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1939 ✓

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

A GLIMPSE OF HAMILTON

IMPRINT

19

NO

SAME AS ABOVE

FROM PAGET, BERMUDA

PRIVATE NO. BEFORE IMPRINT: NO. 225

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

FOLLOW COLORED PHOTOS ATTACHED. NOTE THAT THE ONLY RED ROOF IS THAT OF CHURCH, BALANCE WHITE ROOFS. THERE ARE NO RED BLDGS. PUT MORE RED FLOWERS IN HIBISCUS BUSHES INSIDE OF WALL IN FOREGROUND. TAKE OUT ROCK TO EXTREME FOREGROUND. TAKE OUT POLE & WIRES. PUT CLOUDS IN SKY & EFFECT SIMILAR TO 4A-H225.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

YES

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1940 ✓

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) A BUSY CORNER, HAMILTON,  
BERMUDA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 222

PUT PLATE NO. ~~XXXXXXXX~~ FRONT  
6 B-73

COLOR DESCRIPTION

POLICEMAN HAS GRAYISH GREEN SUITE & CAP. TAKE OUT TELEPHONE POLE & WIRES. MAKE UPRIGHT CARD. CARRIAGES ARE BLACK. DO NOT REMOVE CYCLES, PEOPLE OR CARTS.

FOREIGN  
Watch FLAGS and

SUBMIT: RET. PHOTO all DETAILS B. L. & W. PROOF YES HANDCOL PROOF YES RETURN PHOTO. YES  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 1001 407

15  
1 1/2  
1 1/2  
1 1/2  
7  
DEADLINE



5 1/2

YANK E STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1941

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

19

NO

TITLE (IN FULL) ST. PETER'S CHURCH, ST.

IMPRINT

SAME AS ABOVE

GEORGE'S, OLDEST IN BERMUDA

PRIVATE NO. BEFORE IMPRINT: NO. 242

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

CHURCH IS WHITE TRIM WITH A SLIGHT TOUCH OF GREY IN CENTER AS CAN BE SEEN ON PHOTO. WINDOWS & DOORS ALL DARK GREEN. CIRCLE WINDOWS PLAIN GLASS, WHITE CASINGS, CIRCLE TRIM DK. GREEN. STEPS 2 FROM TOP ARE DARK RED BRICK PARTLY COVERED WITH CEMENT. BOTTOM STEPS PLAIN CEMENT STONE. FOREGROUND CORAL ROCK, SPECKED WITH GREEN MOSS AT PLACES. COLORED & WHITE PEOPLE. BLDG. TO LEFT PURE WHITE. TREE TO RIGHT HAS SMALL ORANGE COLOR BLOSSOMS, SAME AS SHOWN ON COLOR PHOTO ATTACHED. TO 5A-H1929.

Submit: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

Yes

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

Which flags and  
all details

TYPE SET OUT

DEADLINE

12



3 1/2

70 1/2  
A9

sky

YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1942 ✓

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) STREET, ST. GEORGE'S,  
BERMUDA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 243

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

BOTH BLDGS. ARE WHITE. FIRST HOUSE HAS LOWER FRONT IN A GREYISH CREAM COLOR. WINDOW SHUTTERS & CASINGS GREEN. BUSH ON WALL IN FOREGROUND LEFT IS RED HIBISCUS. PUT IN A FEW BLOSSOMS. NO. 1 STEPS HAVE A TOUCH OF RED, WHEREVER CEMENT IS BROKEN, RED BRICKS SHOW THROUGH. DO NOT TAKE OUT PEOPLE OR BICYCLE PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

FOREIGN  
Watch FLAGS and  
all DETAILS

TYPE

DEADLINE

7



YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1943 ✓

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) BOUGAINVILLEA VINE,  
BERMUDA

IMPRINT  
SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 223

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

THE BOUGAINVILLEA VINE HAS GROWN ALL OVER CEDAR TREE AND PRACTICALLY  
COVERED IT ALL OVER IN PRETTY PURPLE COLOR.

FOREIGN

Watch FLAGS and

SUBMIT: RET. PHOTO B. L. & W. PROOF  
PHOTO PROPERTY OF & CO. CUSTOMER

HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



NO. 5A-H1944

YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) HERE INTERRED IS THE HEART  
OF ADMIRAL SIR GEORGE SOMERS KT., ST.  
GEORGE'S, BERMUDA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 244

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

CASKET CORAL ROCK, WEATHERSTAINED GREEN MOSS DOTS EXPECIALLY TOP STONE OF CASKT  
CASKET IS BUILT IN NATURAL ROCK STONE WALL. TABLET WHITE WITH BLACK LETTERING,  
AND IF AT ALL POSSIBLE, MAKE READABLE. TAKE OUT 2 XXXX SMALL TABLETS. 3 2 GLOSSY  
GREEN LEAF SHRUBS. 3 DARK GREEN LEAF VIN S. 4 GROWING OVER SMALL LEAF VINE IS A  
CARLEETA VINE WITH BRIGHT GREEN LEAVES AND PRETTY PINK SMALL BLOSSOMS, SOME OF  
THESE PINK BLOSSOMS ARE SHOWN ON PHOTO, MARKED X. PUT IN A FEW MORE. 5 IS A TALL  
CROTON BUSH, WITH COPPER COLOR GREEN LEAVES FEATHERED. NATIVE COLORED BOY TO BE

SUBMIT RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO YES

CURT TEICH & COMPANY, INC., CHICAGO

Watch FLAGS and

all DETAILS

TYPE SET

DEADLINE



740P  
A10

32

YANKEE STORE AND BERMUDA DRUG CO.,  
BERMUDA

NO. 5A-H1945 ✓

ORDER NO. 56731

DATE 10-18-1935

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL) PAR-LA-VILLE GARDENS,  
BERMUDA

19

NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: NO. 224

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

BLDG. WHITE ROOF, BLDG. PROPER A VERY LIGHT CREAM. WINDOW TRIM GREEN, CASINGS  
WHITE. DOOR & STAIRWAY GREEN. BIG TREE IN CENTER IS A ROYAL POINCIANA TREE,  
WITH RED BLOSSOMS. THE TALL BUSH IN CENTER IS A CROTON. FOR THE BALANCE OF  
FLOWER BEDS PUT IN COLORS TO SUIT ATMOSPHERE OF THIS GARDEN VIEW. FLOWERS ARE  
THE MAIN THING HERE. GREEN BUSH TO EXTREME LEFT FOREGROUND BEARS NO FLOWERS.

SUBMIT: RET. PHOTO

W. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE 100 UP

DEADLINE

8



Mr. Ladek

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H1946 ORDER NO. 56740 DATE 10-19-1935

CUSTOMER MORRIS MANN & REILLY,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC SIZE 3½ x 5½

STYLE ART COLORTONE, ~~XXXXXX~~

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full GUESS O GRAMS - MORE INTRIGUING  
THAN MONOGRAMS - KEEP YOUR FRIENDS GUESSING

FRONT NO. 5 (All of this on address side)  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ROUND PIECES ALL GOLD. SQUARE PIECES ALL SILVER. ~~XXX~~

DEADLINE

DEADLINE

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

L O 2  
Ret 6  
C 1½  
a 10



2 1/2

THE BLACK & GRANT CO.,  
ZANESVILLE, OHIO

1947  
NO. 5A-H1947

ORDER NO. 56741

DATE 10-18-35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

SCENE ON JONATHAN CREEK AT THE  
SWIMMING HOLE, ZANESVILLE, OHIO

THE BLACK AND GRANT CO.,  
ZANESVILLE, OHIO

COLOR DESCRIPTION

GRAY ROCKS. BOAT ORANGE COLOR. GREEN FOLIAGE. NO  
YEL LOW COLORS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. **5A-H1948** ORDER NO. **56757** DATE **10-29-1935**

CUSTOMER **GLADSTONE HOTEL,  
CHICAGO**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

**25M** **OC GROUP (2)** SIZE **3 1-2 X 5 1-2**

STYLE **ART COLOR TONE, WHITE BORDER**

PLACE OF TITLE: ~~Upper, Lower, Center, Border~~ — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **TOP- AEROPLANE VIEW SHOWING THE  
GLADSTONE HOTEL AND ITS BEAUTIFUL SURROUNDINGS  
BOT- KENWOOD AVE. & 62ND STREET, CHICAGO, ILL.**

**SMALL TYPE- COPYRIGHT BY CHICAGO AERIAL SURVEY CO.  
IN PLATE- AS MARKED ON TISSUE ATTACHED TO PHOTO)**

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

**SEE LAYOUT ATTACHED. NOTE INSTRUCTIONS  
ON TISSUE AND ON BACK OF PHOTO.**

**USE ONLY PART OF PHOTO AS MARKED ON  
TISSUE.**

**SEE TISSUE ATTACHED.**

COLOR DESCRIPTION

**SEE CARD NO. 4A-H628 ATTACHED AND SHOW FOLIAGE AROUND INSET OF BLDG. AS  
SHOWN ON THIS CARD.**

FRONT NO. **5**

(All of this on address side)

R. M. ☒ Yes ☐ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

Customer

C.T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE



5

Wm

W.E. AYRES, 1047 LIVINGSTON AVE.,  
COLUMBUS, OHIO

NO. 5A-H1949  
ORDER NO. 56753

DATE 10-19-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

OHIO STATE OFFICE BUILDING

IMPRINT

1

YES *same*  
*6234H266*

SAME AS ABOVE

AND GROUNDS, COLUMBUS, OHIO

PRIVATE NO. BEFORE TITLE.

COLOR DESCRIPTION

WHITE STONE ALL OVER. BROWN COPPER ROOF. WHITE STONE STEPS & WALL AROUND  
FOUNTAIN ON LEFT. SHOW WATER IN FOUNTAIN ON LEFT. GRAY WALL AROUND DRIVE ON  
RIGHT. LIGHT CEMENT WALKS, DARK DRIVE ON RIGHT. ON RIGHT BLDG. TAN GRAY, REAR  
DARK RED. GREEN LAWN & FOLLAGE ON LEFT & RIGHT OF BLDG. REMOVE POLE IN RIGHT  
FOREGROUND. REMOVE STACK ON REAR RIGHT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

2022250

DEADLINE



280 1/2  
934

6

W.E. AYRES, 1047 LIVINGSTON AVE.,  
COLUMBUS, OHIO

NO. 5A-M1950 ✓

ORDER NO. 56753

DATE 10-19-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

CIVIC CENTER GROUP,  
COLUMBUS, OHIO

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE:

COLOR DESCRIPTION

ON RIGHT 1ST WHITE STONE, COPPER ROOF. 2 TOWER BLDG. LIGHT GRAY, BRONZE SASH.  
GREEN SHRUBBERY & LAWN ALONG FRONT. 3 LIGHT STONE, COPPER ROOF, 4&5 LIGHT STONE,  
COPPER ROOF. BLDGS. ON REAR RIGHT CENTER DARK RED & BROWN. LIGHT CEMENT BRIDGE.  
GREEN TERRACED LAWN & SHRUBBERY ON LEFT EDGE. MAKE WATER BLUE & SHOW  
REFLECTIONS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

3



7

W.E. AYRES, 1047 LIVINGSTON AVE.,  
COLUMBUS, OHIO

NO. 5A-H1951

ORDER NO. 56753

DATE 10-21-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

LOOKING WEST ON BROAD STREET  
FROM MEMORIAL HALL, COLUMBUS, OHIO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

ON RIGHT 1ST DARK RED, LIGHT TRIM, 2 GRAY STONE, DARK RED ROOF. 3 GRAY, 4 BUFF,  
5&6 BROWN, 7 BROWN, 8&9 DARK RED, TOWER LIGHT GRAY. ON REAR RIGHT LARGE BLDGS.  
TAN GRAY & BUFF & RED ON REAR EDGE. ON LEFT: 1ST DARK BROWN, 2 RED, 3 GRAY,  
4&5 DARK RED. CENTER TALL BLDG. GRAY & 1 RED. REAR BLDGS. ON LEFT LIGHT GRAY.  
TALL BLDG. ON REAR LEFT EDGE WHITE STONE, COPPER ROOF. DARK STREET, WHITE CENTER  
LINE, BUFF RIGHT & LEFT LINES ON STREET.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 5-193

DEADLINE

7



W.E. AYRES, 1047 LIVINGSTON AVE.,  
COLUMBUS, OHIO

NO. 5A-H1952 ✓

ORDER NO. 56753

DATE 10-21-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) O'SHAUGHNESSY DAM ON SCIOTO  
RIVER, COLUMBUS, OHIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

OVER

LIGHT GRAY CEMENT, RED ROOFS ON GATE HOUSES. WATER COMING/DAM WHITE & GREENISH  
COLOR. REAR BLDG. ON REAR RIGHT BROWN, WHITE TRIM, BROWN ROOF. BOAT HOUSE ON REAR  
LEFT THROUGH ARCH BUFF, RED ROOF. WHITE BOATS. BROWNISH GRAY STONES ALONG  
FOREGROUND. REMOVE & CROP OFF 1/2 INCH FROM BOTTOM OF PHOTO.

SUBMIT: RET. PHOTO B. L. & W. PROOF  
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 500

DEADLINE



NO. 5A-H1953

ORDER NO. 56754

DATE 10-19-1935

W.E. AYRES, 1047 LIVINGSTON AVE.,  
COLUMBUS, OHIO

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) U.S. POST OFFICE, COLUMBUS,  
OHIO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

LIGHT STONE ALL OVER. COPPER ROOF ON TOWERS. GRAY STEPS. GREEN BRONZE SASH &  
WINDOW CASINGS. GREEN LAWN SHRUBBERY. GRAY WALK IN FRONT AND AROUND BLDG. BLACK  
STREET PAVING. BRIDGE ON LEFT BLACK. BLDGS. GRAY. ON RIGHT BLDGS. DARK GRAY. MAKE  
GREEN LAWN ON LEFT CORNER FOREGROUND. STREAMLINE & MAKE AUTOS MODERN. REMOVE  
STACK ON REAR RIGHT. INCREASE SIZE OF SHRUBBERY ON ~~XXXXXXXXXXXX~~ LAWN ON  
LEFT AND RIGHT OF BLDG. ON RIGHT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 104

DEADLINE



W.E. AYRES, 1047 LIVINGSTON AVE.,  
COLUMBUS, OHIO

NO. 5A-H1954

ORDER NO. 56754

DATE 10-19-1935

12<sup>1</sup> M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) AEROPANE VIEW OF OHIO

IMPRINT SAME AS ABOVE

STATE FAIR GROUNDS, COLUMBUS, OHIO

BOT, SMALL TYPE: CURTISS FLYING SERVICE, INC.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

RETURN PHOTO IN GOOD CONDITION TO CUSTOMER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



W.E. AYRES, 1047 LIVINGSTON AVE.,  
COLUMBUS, OHIO

NO. ~~1400000~~  
5A-H1955  
ORDER NO. 56753

DATE 10-19-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

GREETINGS FROM  
COLUMBUS, OHIO

FRONT NO.

1

R. M.

NO

IMPRINT

SAME AS ABOVE

Private no upper right corner - 7.10

BOT, SMALL TYPE: (C) C.T. & CO., CHICAGO

COLOR DESCRIPTION

SHOW STATE CAPITOL IN LOWER RIGHT CORNER LIKE CAPITOL DOME SHOWN ON WASHINGTON,  
D.C. CARD ATTACHED. SUBMIT SKETCH FOR APPROVAL

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Colored sketch and for  
send 11/22/35  
B. L.

Large file

DEADLINE



2 1/2

2001  
1935

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A-H1956 ✓

ORDER NO. 56750

DATE 10-19-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NO

TITLE (IN FULL)

THE END OF THE TRAIL,

IMPRINT

SAME AS ABOVE

NORTHWOODS "DUDE" RANCH, LUZERNE, N.Y.

PRIVATE NO. 3/4" FROM RIGHT EDGE IN UPPER  
BORDER: 178

COLOR DESCRIPTION

BUILDINGS OF LOGS, BROWN. SLATE SHINGLE ROOF (GREEN). HORSES BAY, BLACKS, SORRELLS  
& ONE GRAY. CUT OUT POST AT LEFT AND SHOW SAND

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. —

CUSTOMER

X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

MADE IN U.S.A.  
10-19-1935

DEADLINE



CUSTOMER  
1  
PHOTO PROPERTY OF C. T. & CO.  
RETURN PHOTO  
YES  
NO

DIAL NO. 5A-H1957 ORDER NO. 56758 DATE 10-21-1935

CUSTOMER LEO MEYER, HOTEL LAFAYETTE, EASTON, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: AVONDALE DAIRY STORES & RESTAURANTS

BOT: 6TH & HAMILTON STS. - PALM ROOM BAR AND  
GRILL - ALLENTOWN, PA.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

LEO MEYER, OFFICE HOTEL LAFAYETTE,  
EASTON, PA.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

CEILING & SIDE WALL BROWN. DARK OAK CHAIRS, RED SEATS & BACKS. FLOOR AS SAMPLE ATTACHED (FOR  
DANCING. NATURAL OAK SIDES. ELECTRIC FIXTURES BRONZE TRIMMED. MOULDINGS STRIPED RED & GREEN.  
FRONT COLUMNS BROWN, RED & GREEN EDGE. NATURAL COCONUT FIBRE ON ALL PALMS AND TOP OF MUSIC  
STANDS. MUSIC PIT BROWN FRONT & BOX WOOD PLANTS. IVY VINES OVER DOORS (SIDES). BARK POSTS OR  
COLUMNS EACH SIDE ENTRANCE. TABLE CLOTHS AS PER SAMPLES OF NAPKINS ATTACHED. MAHOGANY ORGAN.  
MUSIC STANDS BROWN, GREEN EDGW. ALL LETTERS WHITE, ALSO PENNSYLVANIA .

RETURN NAPKINS TO CUSTOMER.

PHOTO RETURNED

TO

PHOTO USED FOR

Off 11-27



CUSTOMER

DIAL No. 5A-H1958

ORDER NO 56772

DATE 10/22/35

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER BLUE BOAR CAFETERIA OF CLEVELAND, OHIO,  
CLEVELAND, OHIO

25 M POST CARDS SIZE 3 1/2 X 5 1/2

STYLE ART COLOR TONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

MAIN DINING ROOM BLUE BOAR CAFETERIA,  
643 EUCLID AVE., CLEVELAND, OHIO

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

(Submit) Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

THE COLORING FOR THIS POSTCARD IS TO BE EXACTLY AS IN THE PHOTOGRAPH, EXCEPT FOR THE  
BLUE IN THE CEILING WHICH IS TO BE A DEEPER BLUE, AND ALSO THE BLUE ON THE PANES OF GLASS  
ALONG THE AISLE IS TO BE BROUGHT OUT MORE. ALSO, BRING OUT THE BLUE ON THE JARS ON THE  
VARIOUS TABLES. THE FRIEZE IN THIS CAFETERIA IS VERY BEAUTIFUL: BRING IT OUT IN A VERY  
CONSPICUOUS WAY.

RETURN PHOTO YES NO

Very Rush  
must have proof 10/1/35

color picture by Gladys  
Return Photo

PHOTO RETURNED

TO

PHOTO USED FOR

27.50



reprint 2

2014  
A8 1/2

E.D. West		NO. 5A-H1959 ✓	
South Yarmouth, Mass.		ORDER NO. 56771	
		DATE 10/22/35	
M 1,500 G.T. ART COLORTONE POST CARDS, (ALL OF THIS ON THE PICTURE SIDE)		WHITE BORDER (ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. Yes	
TITLE (IN FULL)	IMPRINT		
PILGRIM MEMORIAL MONUMENT, PROVINCETOWN, CAPE COD, MASS. PRIVATE NO. BEFORE TITLE 182	E.D. WEST CO., SOUTH YARMOUTH, CAPE COD, MASS.		
COLOR DESCRIPTION			
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.			
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER			
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET			

(TV) UP

DEADLINE

12



3 1/2

5a

20 1/2  
19

E.D. WEST COMPANY  
SOUTH YARMOUTH, MASS.

NO. 5A-H1960 ✓

ORDER NO. 56771

DATE 10/22/35

M

12 500 C.T. ART COLOORTONE 10ST G RDS, WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

1

NO

TITLE (IN FULL)

IMPRINT

THE HYANNIS INN, HYANNIS, CAPE COD, MASS.

E.D. WEST CO., SOUTH YARMOUTH, CAPE

PRIVATE NO. BEFORE TITLE 187

COD, MASS.

To Kepner 10-19-40

COLOR DESCRIPTION

Hotel is painted ivory color, green blinds, striped awning.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



8013  
283

12

E.D. WEST COMPANY  
SOUTH YARMOUTH, MASS.

NO. 5A-H1961 ✓

ORDER NO. 56771

DATE 10/22/35

M 12,500 C.T. ART COLORRONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

SCARGO HILL AND TOWER, CAPE COD, MASS.

E.D. WEST CO., SOUTH YARMOUTH  
CAPE COD, MASS.

PRIVATE NO. BEFORE TITLE-117

COLOR DESCRIPTION

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

12



200 1/2  
A 8 3/4

3

E.D. WEST COMPANY  
SOUTH YARMOUTH, MASS.

NO. 5A-H1962

ORDER NO. 56771

DATE 10/27/35

12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

CAPE COD CANAL BRIDGE AT SAGAMORE, MASS.

E.D. WEST CO., SOUTH YARMOUTH,

PRIVATE NO. BEFORE TITLE 154

CAPE COD, MASS.

To Klynner 10-29-40

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE C. T. & CO.

DEADLINE

8



NO. 58-H1963 ✓

E.D. WEST COMP NY  
SOUTH YARMOUTH, MASS.

ORDER NO. 56771

DATE 10/22/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

THE BATHING BEACH, CRAIGVILLE, CAPE COD,  
MASS.

E.D. WEST CO., SOUTH YARMOUTH,  
CAPE COD, MASS.

PRIVATE NO. BEFORE TITLE-165

534863

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



2012  
A 93/4

E.D. WEST COMPANY  
SOUTH YARMOUTH, MASS.

NO. 5A-H1964 ✓

ORDER NO 56771

DATE 10/22/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

THE BELMONT, WEST HARWICH BY THE SEA,  
CAPE COD, MASS.

E.D. WEST CO., SOUTH YARMOUTH,  
CAPE COD, MASS.

PRIVATE NO. BEFORE TITLE-123

COLOR DESCRIPTION

MAKE HOTEL SAME COLOR AS HOUSE ON CARD 4A-H1471. GREEN ROOF AND  
GREEN BLINDS, ORANGE AWNINGS.

use photo 2A1460

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



4

HC 1 1/2  
A 1 1/2

OTTO ULBRICH CO.,  
BUFFALO, N.Y.

NO. 5A-H1965 ✓

ORDER NO. 56804

DATE 10/24/35

25<sup>M</sup> C.T. ART COLORTONE POST CARDS,  
(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

No

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

NEW 165th FIELD ARTILLERY ARMORY,  
BUFFALO, N.Y.

PRIVATE NO. BEFORE TITLE-1

COLOR DESCRIPTION

REMOVE STAKES AND SIGN FROM LAWN. FILL IN GRASS. SHOW DRIVEWAY CIRCLING UP  
TO DOOR. FILL IN SHRUBBERY IN FRONT OF BUILDING ON BOTH SIDES OF DOOR.  
BUILDING OF RED BRICK LIKE #8 STATLER HOTEL. TRIM OF GREY SANDSTONE.  
REMOVE CAR FROM FRONT OF DOORWAY. TRIM OFF SIDES OF PHOTOGRAPH AS  
OUTLINED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



OK

2 1/2

NO. 5A-M1966 ✓

OTTO ULBRICH CO.,  
BUFFALO, N.Y.

ORDER NO. 51804

DATE 10/24/35

25 M C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE, UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

TOP-GRAND ISLAND NORTH BRIDGE, NIAGARA  
FA LS, N.Y.

BOT-GRAND ISLAND SOUTH BRIDGE, TONAWANDA,  
N.Y.

PRIVATE NO. BEFORE TITLE-120

COLOR DESCRIPTION

color of both bridges concrete, gray posts et., and bridge is  
gray iron. road darker gray

use photos E-450 & E-449

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL No. 5A-H1967

ORDER NO 56782

DATE 10/22/35

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER CHARLES L. BURNS & ASSOCIATES  
(A-c) THE FLEETWOOD  
OFFICE, HOTEL HOLLENDEN, CLEVELAND, OHIO

25 M POST CARD SIZE 3 1/2 X 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE Upper Lower, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title In full

THE FLEETWOOD, MIAMI BEACH, FLORIDA

FRONT NO. 5  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED. ADD THE WORD "THE" IN  
FRONT OF "FLEETWOOD. TAKE OUT SUPPORTS ON SIGN  
PUT IN A MEDIUM SIZED YACHT IN PLACE MARKED "X"  
SHOW RIPPLES IN WATER.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from — Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 135  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

COLOR OF BLDG. IN SKETCH IS ALL WRONG. SHOULD BE AS CLOSE TO #14 ON CHART AS POSSIBLE. TONE  
DOWN THE GREEN.

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 8  
H C 1 3/4  
L.A. 12

C. 1/2



OTTO ULBRICH CO.,  
BUFFALO, N.Y.

NO. 5A-H1968 ✓

ORDER NO. 56804

DATE 10/24/35

25M C.T. ART COLORTONE POST CARDS.

(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

Greetings from Niagara Falls

PRIVATE NO. BEFORE TITLE-119

BOT, SMALL TYPE: (C) C.T. & CO., CHICAGO.

COLOR DESCRIPTION

SEE NEW SKETCH

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

SUBMIT: RET. PHOTO

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE UP



6-2 1/2

5x7

Net 6 1/2

1 1/2

2. a 12 1/2

CUSTOMER — PHOTO PROPERTY OF C. T. & CO. —

**DIAL NO.** 5A-H1969    **ORDER NO.** 56785    **DATE** 10/22/35

**CUSTOMER** NATIONAL NUGRAPE CO.,  
ATLANTA, GA.

**DEPT.** RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

**DATE COMPLETED**

**Photos for this Customer**

**GROUP** (2)    **SIZE** 3 1/2 x 5 1/2

**12,500 X<sup>1</sup> POST CARDS**

**STYLE** DECKLE EDGE  
PHOTO COLORIT, WHITE BORDER  
(All of this on address side)

**PLACE OF TITLE:** Upper Lower Center—Border — Follow Layout

**FRONT NO.** 5    **R. M.** Yes No

**Title in Plate** Yes No    **Copyright in Plate** Yes No

**R. M.** to cover part of Mess. Space, entire Mess. Space, entire Front

**Trade Mark** Yes No    **Special type as sample**

**IMPRINT:** Customer    C. T. Imprint    No Imprint

**LIBERTY BEVERAGES, INC., ATLANTA, GA.**

**SMALL TYPE—PHOTO:** HAMILTON WRIGHT

**RETOUCHING DEPARTMENT**

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

**PHOTO LITHO**    **NEG. NO.**

Rephoto

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

\_\_\_\_ Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

\_\_\_\_ DELIVER    Straighten Photo

Negative — Line — Halftone — Combination.    120

Dry — Wet — Pancromatic — Color Separation    133

Transfer — Paper Process — New Process.    150

Stripping — White Border — Full Face.    175

Blue Print — Handcolor — Black & White Proof.    Titles—Red, Blue.

**COLOR DESCRIPTION**

USE PHOTO NO. 4A-H653. . THE BRIGHT COLOR OF THE UMBRELLA SEEMS TO OVER-BALANCE THE COLORING OF THE WYNOLA BOTTLE. IT M GHT BE IF THE UMBRELLA WERE TAKEN AWAY ENTIRELY AND HAVE FOUR OR FIVE GIRLS ALONG IN BEACH CLOTHES SCATTERED OVER THIS PLACE LEAVING THE PALM LEAVES AND TREE AS THEY ARE, IT WOULD MAKE A MUCH BETTER LAY-OUT AND HARMONIZE MORE WITH THE COLOR OF THE BOTTLE

*Very Rush*

**RETURN PHOTO**    **NO**    **YES**

**PHOTO RETURNED**    **TO**    **PHOTO USED FOR**

DEADLINE

DEADLINE





CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF  
—  
RETURN PHOTO  
YES  
NO

DIAL No. 5A-H1970 ORDER NO. 56784 DATE 10-22-1935

CUSTOMER AMERICAN DYE HOUSE,  
DOVER, N. H.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full AMERICAN DYE HOUSE (ETC. AS PER COPY)

FRONT NO. 5 None (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED. BRING OUT WORDING  
ON SIGN MARKED "X" VERY EXX CLEARLY.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Make Red impression  
— " — DK Blue — " —

PHOTO RETURNED

TO

PHOTO USED FOR

Layout 2 1/2  
Ret 3 1/2  
H.C. 1 1/2  
L.A. 10  
3/4 NO



200 1/2  
A 10

THE NEW COLONIAL PHARMACY  
NASSAU, BAHAMAS

NO 5A-H1971

ORDER NO. 56812

DATE 10/24/35

6 M C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

SUNSET ON COCOANUT BAY, NASSAU, BAHAMAS

TOP, Small Type - Copyright by Stanley  
Toogood, London, England

DISTRIBUTED BY THE NEW COLONIAL  
PHARMACY "THE PERFUME SHOP" NASSAU,  
N.P. BAHAMAS

*Print stamp space "Place Stamp Here"*

COLOR DESCRIPTION

MAKE STRIKING SUNSET SCENE. BRIGHT RED SUNSET FADING OUT INTO YELLOW  
AT SIDES. SEE CARDS # 3A-H141 & 4A-H354.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



NO. 5A-H1972 ✓

ORDER NO. 56812

DATE 10/24/35

THE NEW COLONIAL PHARMACY  
NASSAU, BAHAMAS

6 M C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)  
NATIVE INDUSTRIES, NASSAU, BAHAMAS

TOP - Small type - Copyright by Stanley  
Toogood, London, England

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT  
DISTRIBUTED BY THE NEW  
COLONIAL PHARMACY THE PERFUME  
SHOP NASSAU, N.P. BAHAMAS

*Put in stamp space "Place Stamp Here"*

COLOR DESCRIPTION

STRAW COLOR NEATS, INTERWOVEN WITH DARK GREEN AS SHOWN ON PHOTO  
HATS & BASKETS STRAW COLOR, LIGHT & DARK SHADES. SOME HATS HAVE RED, BLUE,  
GREEN COLORS.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. —

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF X

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

200 1 1/2  
A 9 3/4



20 1 1/2  
A 9 1/2

*Spencer 3*  
*6*

THE NEW COLONIAL PHARMACY  
NASSAU, BAHAMAS

NO. 5A-H1973 ✓  
ORDER NO. 56812

DATE 10/24/35

6 M C.T. ART COLORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

NASSAU, BAHAMAS FROM HOG ISLAND

DISTRIBUTED BY THE NEW  
COLONIAL PHARMACY "THE PERFUME SHOP"  
NASSAU, N.P., BAHAMAS.

TOP, Small type - Copyright by Stanley  
Toogood, London, England

*Put in stamp space "Place Stamp Here"*

COLOR DESCRIPTION

NOTE: TISSUE ATTACHED

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

*W.A.*



2 1/2

2013  
A9

E.E. YOUNG  
TULSA, OKLAHOMA

NO. 5A-H1974 ✓

ORDER NO. 56825

DATE 10/24/35

6 M C.T. ART COLORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL)

CAVE SPRINGS, BENTON COUNTY,  
ARKANSAS

FRONT NO. 1  
IMPRINT

R. M. YES

NONE

COLOR DESCRIPTION

~~THE ROOFS IN THE BUILDINGS ARE RED.~~

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

1749 545 212

8



22

HP 1/2  
A9

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 5A-H1975 ✓

ORDER NO. 56823

DATE 10/24/35

12/18/35 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE <u>UPPER</u> LOWER. CENTER - BORDER.		FRONT NO. <u>1</u>	R. M. NO
TITLE (IN FULL)		IMPRINT	
BR DGE OF FLOWERS, SHELBURNE FALLS, MASS.		SAME AS ABOVE	
Private no 3/4 inch from right edge in upper bord- 135			
COLOR DESCRIPTION			

SEE CARD ATTACHED. ALL VINES ON POSTS AND HANGING OVER PARAPET  
NO COLOR.  
ARE GREEN. ALSO VINES ON WIRE FENCE. BR DGE WEATHERED CONCRETE.  
HOUSES GREY. PRACTICALLY ALL UNMARKED FOLIAGE IS DARK GREEN. CAMERA POINTS  
NORTH AND PINK OR YELLOW INSKY IS NOT NATURAL

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE  
DEADLINE

6



22

J. PL. GARROW NEWS CO.,  
CLARKSBURG, W. VA.

NO. 5A-H1976 ✓

ORDER NO. 56829

DATE 10-25-1935

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

CHEAT RIVER BRIDGE (BUILT  
1835) ON U.S. ROUTE 50, EAST OF GRAFTON  
AND CLARKSBURG, W. VA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

BRIDGE OLD DARK GRAY COLOR, DARK ROOF. GRAY PIERS. GREEN MOUNTAIN FOLIAGE.  
NO YELLOW COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

86



J. P. GARROW NEWS CO.,  
CLARKSBURG, W. VA.

NO 5A-H1977

ORDER NO. 56829

DATE 10-25-1935

12<sup>1</sup> M ART COLORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER. FRONT NO. 1 R. M. NO  
TITLE (IN FULL) HORSE SHOE CURVE ON U.S.  
ROUTE 50, EAST OF GRAFTON AND CLARKSBURG,  
W. VA. IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

LIGHT CEMENT ROAD. GREEN MOUNTAIN FOLIAGE, NO YELLOW COLORS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

170 3CH-476

PHOTO



NO. 5A-M1978 ✓

ORDER NO. 56829

DATE 10-25-1935

J. P. GARROW NEWS CO.,  
CLARKSBURG, W. VA.

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) THE DEVIL'S SADDLE, ON U.S.

IMPRINT SAME AS ABOVE

ROUTE 50, W. VA. BACK OF GAP TO RIGHT  
NANCY HANKS, MOTHER OF ABRAHAM LINCOLN,  
WAS BORN.

COLOR DESCRIPTION

USE PHOTO CARD, BUT SHOW ROAD AND FENCE POSTS IN FOREGROUND AS ON C.T. PHOTO  
ATTACHED. BE SURE TO SHOW THE VARIOUS MOUNTAIN LINES IN THE BACKGROUND.

LIGHTEN DARK SHADOW IN CENTER OF PICTURE AND RETOUCH SOMEWHAT SO THAT OUR  
POST CARD WILL NOT LOOK LIKE AN EXACT REPRODUCTION OF PHOTO POST CARD. SHOW  
MOUNTAINS CLEAR AND GREEN. WHITE FENCE POSTS. NO YELLOW COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

PHOTO TYPE 344 476



J. P. GARROW NEWS CO.,  
CLARKSBURG, W. VA.

NO. 5A-H1979

ORDER NO. 56829

DATE 10-25-1935

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) HAIRPIN CURVE, ON U.S. ROUTE

IMPRINT SAME AS ABOVE

50, EAST OF GRAFTON AND CLARKSBURG, W. VA.

COLOR DESCRIPTION

CEMENT ROAD. BROWNISH GRAY ROCK. WHITE FENCE.

NO YELLOW COLORS.

Remove white spots

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

PHOTO 114 536 H 476



J. P. GARROW NEWS CO.,  
CLARKSBURG, W. VA.

NO. 5A-H1980 ✓

ORDER NO. 56829

DATE 10-25-1935

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) BLACK WATER FALLS, 65 FEET

IMPRINT SAME AS ABOVE

HIGH, WEST VIRGINIA'S MOST BEAUTIFUL  
WATERFALLS

SCN663

COLOR DESCRIPTION

~~PHOTO 112~~

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.— ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP



J.R. WILLIS  
ALBUQUERQUE, N.M.

NO. 5A-M1981 ✓

ORDER NO. 56817

DATE 10/4/35

25 M.C.T. ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

( ON FRONT)

© J.R. WILLIS (in plate)

COLOR DESCRIPTION

USE CARD NO. 113325

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT DISTRIBUTED BY J.R. WILLIS,

P.O. BOX 665, ALBUQUERQUE, N.M.

TITLE - NEZ BY THE LOG, PETRIFIED FOREST

PRIVATE NO. BEFORE TITLE - P.F. 7

& R.M. as on card  
enclosed

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

about © in Plate



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A-H1982 ORDER NO. 56821 DATE 10/24/35

CUSTOMER HOLLANDER HOTEL  
ST. PETERSBURG, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 X 5 1/2

STYLE PHOTO COLORIT (DECKLE EDGE)

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

HOLLANDER HOTEL, 4th ST. AT 4th AVE. NORTH, —  
ST. PETERSBURG, FLA.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

*Cut off as marked*

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

*2.00*

*Red 3 1/2  
1 1/2  
93  
14  
c 1/2*

8



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H1983 ORDER NO. 56819 DATE 10/24/35

CUSTOMER J. T. BRANNAN  
MONTEAGLE, TENN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12,500 MX POST CARDS, SIZE 3 1/2 X 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

"MONTEAGLE DINER" (ETC. AS PER COPY)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

STYLE ART COLORTONE, FULL FACE

(All of this on address side)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

C. T. & HARRY G. BROWN, NO. 2409 EAST FIFTH  
ST., CHATTANOOGA, TENN. No. on front

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SHOW ENOUGH OF A GRASS PLOT IN FRONT TO GIVE THE LOOK AS MY COLOR SKETCH SHOWS. DO NOT SHOW  
SCAFFOLDING THAT NOW SHOWS IN THE PHOTOGRAPH, AND THEY DO NOT WANT THE BLDGS. ADJOINING TO  
SHOW. THEY DO NOT WANT ANYTHING BUT THE DINER PROPER TO SHOW. BE SURE TO INCLUDE THE TWO UPRIGHT  
PILLARS TO THE RIGHT OF THIS DINER PICTURE. THEY ARE THE ENTRANCE WAY TO A DRIVE THAT PERMITS CARS  
TO COME IN THERE AND PARK, DO NOT ATTEMPT TO SHOW ANY CARS PARKED THERE INSIDE. GREEN GRASS SHOULD  
GO A LITTLE BEYOND THE UPRIGHT PILLARS. YOU WILL NOTICE THAT THE PHOTOS I AM SENDING DO NOT SHOW  
THE AWNING THAT COMES OUT IN FRONT WITH ANY STRIPES IN IT, BUT MY COLOR SKETCH DOES--AND THEY WANT  
THEM TO SHOW. THE FRONT DOOR IS A GREEN AS YOU WILL SEE I HAVE MADE. THE ROOF IS COMPOSITION ROOFING  
COLORS ALTERNATE IN WAY OF A PATTERN OF GREEN, RED, ONE ROW BEING ONE COLOR AND THE NEXT ROW BEING THE  
OTHER COLOR, AND THE ROOF FROM THE ROLL TO THE TOP PART WHICH SHOWS AS OPENINGS IS RED, THEN THE  
ABSOLUTE ROOF AT TOP WHICH SHOWS THE OPENINGS IS A SOLID BRIGHT GREEN. BE SURE AND SHOW OPENINGS AND  
DETAIL WELL IN THE PART THAT HAS THEM ON THE TOP ROOF PART. THAT IS CARRYING OUT THE DINER EFFECT AND  
IS WHERE THEY GET THEIR VENTILATION. THE STACK IS RED. DO NOT SHOW FENCE AT LEFT IN REAR OF BLDG.  
LET THAT END CUT OFF SHARP.

PHOTO RETURNED

TO

PHOTO USED

RETURN PHOTO

YES

NO



COLOR OF BUILDING WHITE COPY TO GO IN PEAKS MARKED X. FIRST ONE-BOGSWEET AND OCEAN SPRAY. SECOND - CRANBERRY SAUCE. THIRD CRANBERRY JUICE

PHOTO USED FOR

10



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A-H1985

ORDER NO. 56849

DATE 10/24/35

CUSTOMER WINDHAM GRILL  
WILLIMANTIC CONN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12,500 M POST CARD

SIZE

3 1/2 X 5 1/2

STYLE ART COLOR TONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

THE WINDHAM GRILL, WILLIMANTIC, CONNECTICUT

FRONT NO. 5

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

DESCRIPTION OF DINER WITH ADDITION--

BODY OF DINER - EMERALD GREEN AND OLD IVORY.

SHRUBBERY - ALL NATURAL GREEN. ROOFS - ASPHALT COLORED SHINGLES.

EAVETROUGH AND LIGHT FIXTURES - BLACK. SKYLIGHT FRAME - GREEN.

REAR ADDITION - RUSTIC BRICK. SIDEWALK - CONCRETE. CHIMNEY - BRICK

PARKING SPACE - MACADAMIZED. WINDOW FRAMING - MAHOGANY.

LETTERING - ALL OLD IVORY. AWNINGS - ORANGE - GREEN AND IVORY.

GAIRD-RAILS AT ENTRANCE - ALUMINUM BRONZE, ALSO THE VENTILATORS.

IF POSSIBLE REPLACE THE LARGE BUILDING IN BACKGROUND WITH SKY AND CLOUD-EFFECT. WE WOULD

RATHER HAVE JUST THE DINER (GRILL) WITH ADDITION ONLY IN THE PICTURE AND THE PARKING SPACE TOO

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

3  
1 1/2  
9 3/4

6 1/2

3



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A-H1986 ORDER NO. 56850 DATE 10/24/35  
CUSTOMER SCOTT TOBACCO CO., INC.,  
BOWLING GREEN, KY.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

TO

PHOTO USED FOR

25 M POST CARDS SIZE 3 1/2 X 5 1/2

STYLE ART COLORTONE, FULL FACE

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

SCOTT TOBACCO COMPANY, INCORPORATED  
( ETC. AS PER COPY )

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

RETURN PHOTO YES NO

THE DARK BLUE PANEL BACK OF EACH TWIST IS ENTIRELY TOO PROMINENT A COLOR, GIVING IT AS WE FEEL, AGAUDY APPEARANCE. USE EITHER A CANARY OR AN ORANGE PANEL BAC GOURND, OR A COMBINATION OF BOTH, .ABOVE THE BRAND "KENTUC, Y TWIST", WE WANT IN SMALL LETTERS THE WORDS "THE ORIGINAL." ABOVE THE BRANDS "B. G." AND "CLOVER BLOOM", WE WANT IN SMALL LETTERS THE WORD "SWEET" INSTEAD OF "SLIGHTLY SWEET.". THE POSITION OF THE BRANDS ON THE SKETCH IS CORRECT ENCLOSED IS A METAL TAG AND PHOTO GRAPHS SO THAT THE TAG CAN BE REPRODUCED EXACTLY AS TO WORDING AND COLORS. THE CIRCLE LINE TO THE IMMEDIATE LEFT OF THE TAG ON THE "SAMSON HEEL TAP" SHOULD NOT HAVE BEEN IN THE PHOTOGRAPH, AND YOU WILL PLEASE ELIMINATE THIS IN TOUCHING IT UP AND MAKING YOUR ENGRAVING. THE TIE END (THE SMALL END) OF THE "B.C. TWIST" IS NOT AS GOOD AS IT SHOULD BE, AND IF YOU CAN REPRODUCE THE TIE END AS SHOWN IN THE PHOTOGRAPH OF THE "SAMSON BIG 3 TWIST", IT WOULD BE BETTER. THIS SAME THING APPLIES TO THE SMALL END OF THE "WARREN COUNTY TWIST".

DEADLINE



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H1987 ORDER NO 56851

DATE 10/24/35

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THE ALLIS PRESS  
KANSAS CITY, MO.

25 M POST CARDS SIZE 3½ X 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

TOP-NON-FADING AND WATER-PROOF WALL PAPER  
BOT-PAINTS - VARNISHES - ENAMELS - SANITAS  
OIL CLOTH

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO 5  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
C.T. ART COLORTONE - THE ALLIS PRESS, KANSAS  
CITY, MO.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE SAMPLE

DEADLINE

photo ret.  
4/12/36

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 14  
HC 1½  
LA 15½

16  
10



CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

RETURN PHOTO  
YES  
NO

DIAL No. 5A-H1988 ORDER NO. 56852 DATE 10/24/35

CUSTOMER REV. FATHER STEPHEN BUBACZ,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE 3½ X 5½

STYLE ART COLOR TONE, FULL FACE

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

THE CHAPEL OF ROSES A BIT OF LISIEUX  
AT OLD ST. STEPHEN'S CHURCH, 923 WEST OHIO STREET  
CHICAGO, ILL.

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

DEADLINE  
DEADLINE

PHOTO RETURNED

TO

PHOTO USED FOR

Not Made  
20.00

Ret  
200  
A  
C  
7  
2  
1234  
3/4

Large Photo

Photo not  
2/26/36

6



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. 5A-H1989

ORDER NO. 56862

DATE 10/24/35

CUSTOMER BIRMINGHAM STOVE & RANGE CO.,  
BIRMINGHAM, ALA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12,500 X POST CARDS *they* 3 SIZE 3 1/2 X 5 1/2

STYLE ART COLOR TONE, FULL FACE

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer (C. T. Imprint) No Imprint

RED MOUNTAIN  
STOVES & RANGES (ETC. AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo

SEE SKETCH. SHOW SHIELD WITH "RED MOUNTAIN C" ON  
THE RANGE TO THE EXTREME LEFT OF CARD AND THE "RED  
MOUNTAIN" SHIELD WITH THE LETTER "D" ON THE RANGE  
AT THE EXTREME RIGHT, SAME AS SHOWN ON ATTACHED  
CATALOG SHEETS AND "RED MOUNTAIN CIRCULATOR C-4"  
UNDER THE CIRCULATOR IN THE CENTER.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
(Blue Print) — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE SAMPLES

3 photo ret.  
2/5/36

VERY RUSTY

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO

10  
15



2 1/2

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A-H1990 ✓

ORDER NO. 56880

DATE 10-25-1935

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

LAKE FLOWER, SARANAC LAKE,

IMPRINT

1

NO

SAME AS ABOVE

N. Y. ADIRONDACK MTS.

PRIVATE NO. 1/2" FROM RIGHT EDGE IN  
UPPER BORDER: 71

COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8



NO. 5A-H1991 ✓

ORDER NO. 56880

DATE 10-25-1935

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL)

PRESCOTT PARK AND BATHING

IMPRINT

SAME AS ABOVE

BEACH, SARANAC LAKE, N. Y. ADIRONDACK  
MTS.

PRIVATE NO. ¾" FROM RIGHT EDGE IN

UPPER BORDER: 72

COLOR DESCRIPTION

PUT BATHERS IN WATER. REMOVE TREE ON RIGHT.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

5



C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A-H1992 ✓

ORDER NO. 56880

DATE 10-25-1935

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL) UPPER SARANAC LAKE FROM

IMPRINT

1

NO

BARTLETT CARRY, SARANAC LAKE, N. Y.

SAME AS ABOVE

ADIRONDACK MTS

PRIVATE NO. # 2 FROM RIGHT EDGE IN UPPER

BORDER: 62

COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP



Curt

200 1 1/2  
A 8 3/4

12  
6

1 1/2

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A-H1993

ORDER NO. 56880

DATE 10-25-1935

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

1

NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

LOWER SARANAC LAKE FROM THE  
GOVERNMENT FREE CAMP SITES, SARANAC LAKE,  
N. Y. ADIRONDACK MTS.

PRIVATE NO. 2\* FROM RIGHT EDGE IN UPPER

BORDER: 64

COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET BY



2 1/2

200 1/2  
49

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 5A-H1994 ✓

ORDER NO. 56880

DATE 10-25-1935

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) UPPER SARANAC LAKE AS SEEN

IMPRINT NOT SAME AS ABOVE

FROM WAWBEEK CLUB, SARANAC LAKE,  
N. Y. ADIRONDACK MTS.

PRIVATE NO. 2\* FROM RIGHT EDGE IN

UPPER BORDER: 66

COLOR DESCRIPTION

photo in 5B H 1279

DE 5272

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

8



200 1/2  
18 3/4

1 1/2

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A-H1995

ORDER NO. 56880

DATE 10-25-1935

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

MT. AMPERSAND ACROSS

IMPRINT

SAME AS ABOVE

MIDDLE SARANAC LAKE, SARANAC LAKE, N. Y.  
ADIRONDACK MTS.

PRIVATE NO. 3/4" FROM RIGHT EDGE IN  
UPPER BORDER: 68  
COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SE. 118

6  
8



2PC 14  
A8 1/2

5

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A-H1996

ORDER NO. 56871

DATE 10-25-1935

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) POST OFFICE, HOLYOKE,  
MASS.

IMPRINT SAME AS ABOVE

PRIVATE NO. 3/4" FROM RIGHT EDGE IN  
UPPER BORDER: 116

COLOR DESCRIPTION

LIGHT GRAY, BRONZE WINDOW FRAMES. CUT FOREGROUND AND RIGHT END AS SHOWN  
ON BACK OF PHOTO.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 116

DEADLINE

3



28C 1/2  
A-9

2 1/2

*Stoughton*

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A-H1997 ✓

ORDER NO. 56871

DATE 10-25-1935

12 1/4 x 8 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) ROCKEFELLER HALL, MOUNT

IMPRINT SAME AS ABOVE

HOLYOKE COLLEGE, SOUTH HADLEY, MASS.

PRIVATE NO. 3/4" FROM RIGHT EDGE IN  
UPPER BORDER: 117

COLOR DESCRIPTION

RED BRICK, BROWN TRIM.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

7

7



2 1/2

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A-H1998 ✓

ORDER NO. 56871

DATE 10-25-1935

12 1/2" M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) STUDENT ALUMNAE BUILDING,  
MOUNT HOLYOKE COLLEGE, SOUTH HADLEY,  
MASS.

IMPRINT SAME AS ABOVE

PRIVATE NO. 1/4" FROM RIGHT EDGE IN UPPER  
BORDER: 118

COLOR DESCRIPTION

DULL RED BRICK, BROWN STONE TRIM & STEPS. BLUE SLATE ROOF.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

7



121  
Rush  
288 1/2  
A84

3

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A-M1999 ✓

ORDER NO. 56871

DATE 10-25-1935

12 1/2 M ART-GOLOORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) MARY LYON HALL, MOUNT  
HOLYOKE COLLEGE, SOUTH HADLEY, MASS.

IMPRINT  
SAME AS ABOVE

PRIVATE NO. 3/4" FROM RIGHT EDGE IN  
UPPER BORDER: 119

COLOR DESCRIPTION

BROWN STONE, BLUE SLATE ROOF.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

14



280 1 1/2  
- 9 3/4

2 1/2

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A-H2000

ORDER NO. 56871

DATE 10-25-1935

12 1/2 M ART COLORTONE PIST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.  
TITLE (IN FULL) PHYSICS BUILDING, MOUNT  
HOLYOKE COLLEGE, SOUTH HADLEY, MASS.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. 3/4" FROM RIGHT EDGE IN UPPER  
BORDER: 120

COLOR DESCRIPTION  
RED BRICK, BROWN STONE & GRAY TRIM. CLEAN UP RUBBISH IN FOREGROUND.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

13



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 5A-H2001 ORDER NO 56895

DATE 11/5/35

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER HAMILTON HOTEL  
ST. LOUIS, MO.

25 M POST CARDS SIZE 3 1/2 X 5 1/2

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

HAMILTON HOTEL

ST LOUIS, MO

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE ATTACHED.

Take out wires, telegraph and telephone poles, put on corner, railing on roof and corner flag pole  
PUT A FLAG ON THE ROOF.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS AND TISSUE ATTACHED

Building proper is red brick with stone and terra cotta in cream. Coving is cream, window  
sash green, window shades buff, sign over door in a semi-circle white letters with green  
background. Put a flag on the roof.

PHOTO RETURNED

TO

PHOTO USED FOR

Rel 7  
1 3/4  
1 1/2  
1 1/2



CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

DIAL NO. 5A-H2002 ORDER NO. 56894 DATE 10-29-1935

CUSTOMER MARYLAND HOTEL CO.,  
ST. LOUIS, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M PC SIZE 3 1-2 X 5 1-2

STYLE ART COLOR TO NE, WHITE BORDE

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full LOBBY HOTEL MARYLAND

ST. LOUIS, MO.

see enclosed

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE ATTACHED.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO

YES NO

6 1/2  
2 1/4  
14  
C 1/2

22.00



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO

DIAL No. 5A-H2003 ORDER NO. 56893 DATE 10-25-1935

CUSTOMER NEW PLAZA HOTEL,  
ST. LOUIS, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: ABSOLUTELY FIREPROOF

BOT: NEW PLAZA HOTEL - 3300 OLIVE ST. -  
ST. LOUIS, MO.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

USE PHOTO NO. 71346.

SEE TISSUE ATTACHED.

TAKE OUT TREES AND SHRUBS ON BOTH SIDES OF  
PICTURE, TAKE OUT ANTIQUE AUTOS AND PUT IN A  
COUPLE OF LATE MODELS; ALSO FIGURES.

COLOR DESCRIPTION

SEE TISSUE ATTACHED. BUILDING PROPER IS WHITE STUCCO, GREEN WINDOW SASH & WINDOW SILLS, COPING  
GREEN, ALL PLAZA SIGNS RED NEON. TRIMMING AT TOP UNDER COPING GREEN WITH CENTER WHITE, TAN  
WINDOW AWNINGS. GREEN & ORANGE STRIPED STORE AWNINGS, GREEN CANOPIES AT ENTRANCE, GRAY LIGHT  
STANDARD ON CORNER.

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

PHOTO RETURNED

TO

PHOTO USED FOR

Art Work  
6.50  
1.50



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO

DIAL No. **5A-H2004** ORDER NO. **56914** DATE **XK 10-29-1935**

CUSTOMER **WALTERS PRINTING & MFG CO.**  
**ROANOKE, VA.**

REPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

**50 M PC GROUP (3) SIZE 3 1-2 X 5 1-2**

STYLE **PHOTO COLORIT, WHITE BORDER**

PLACE OF TITLE: Upper, Lower, Center—Border ☒ Follow Layout  
Title in Plate Yes ☒ No ☐ Copyright in Plate Yes ☐ No ☐  
Title in full **HOTEL PONCE DE LEON**

FRONT NO. **5** (All of this on address slip)  
R. M. ☒ Yes ☐ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes ☐ No ☐ Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint ☐ No Imprint

RETOUCHING DEPARTMENT

☒ Submit ☐ Sketch ☒ Layout ☐ Retouched Photo ☐ Wash Drawing  
Follow Layout

**SEE SKETCH & INSTRUCTIONS ATTACHED.**

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. ☒ 120  
Dry — Wet — Pancromatic — Color Separation ☒ 133  
Transfer — Paper Process — New Process. ☒ 150  
Stripping — White Border — Full Face. ☒ 175  
☒ Blue Print ☒ Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

**SEE SKETCH & INSTRUCTIONS ATTACHED.**

*1 Photo on 5A H1032*

PHOTO RETURNED

TO

PHOTO USED FOR



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL No. 5A-H2005 ORDER NO. 56913 DATE 10-28-1935

CUSTOMER SQUANKUM INN,  
FARMINGDALE, N. J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M FC

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SQUANKUM INN — FARMINGDALE, NEW JERSEY

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

ELIMINATE THE SIGN AND ALL WIRES.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

BLDGS. ARE WHITE WITH DARK GREEN. ROOFS #32. UMBRELLAS IN ASST. ATTRACTIVE COLORS. SMOKE  
STACK BLACK.

VERY RUSH

Photo ret  
6/26/36

PHOTO RETURNED

TO

PHOTO USED FOR



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL No. 5A-H2006 ORDER NO. 56912 DATE 10-29-1935  
CUSTOMER CHARLES L. BURNS (GENERAL OGLETHORPE)  
CLEVELAND, O.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE 3 1-2 X 5 1-2

STYLE PHOTO COLORIT, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full NO TITLE.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

DEADLINE

RETURN PHOTO

YES

NO

PHOTO RETURNED

TO

PHOTO USED FOR

*[Handwritten signature]*



HENRY S. BEACH,  
EL PASO, TEXAS

NO. 5A-H2007 ✓

ORDER NO. 56925

DATE 10-30-1935

25 X2M XXX C.T. ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

(ON FRONT)

IMPRINT XX H.S.B.

TITLE- FALLS, RUIDOSO RIVER, XXX  
LINCOLN NATIONAL FOREST, NEW  
MEXICO & R.M.  
PRIVATE NO. BEFORE TITLE- 2274

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP



6M that  
2138  
10 1/2  
194

C.L. WHITE  
WHITE'S CITY  
CARLSBAD, N.M.

NO. 5A-H2008 ✓

ORDER NO. 56933

DATE 11/7/35

M 6,000 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

THE SCENIC DRIVE THROUGH CARLSBAD CAVERN  
NATIONAL PARK TO CARLSBAD CAVERNS, N.M.

COLOR DESCRIPTION

COLORS AS CARD ATTACHED. BUT IN YACCAS IN BLOOM AS ON CARD ATTACHED  
BRING OUT ROAD WELL.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



210 K  
18 1/2

3 1/2

THE CANTEEN,  
BILOXI, MISS.

NO. 5A-H2009 ✓

ORDER NO. 56930

DATE 10-30-1935

6M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) NURSES' HOME AT U.S.

IMPRINT NONE

VETERANS FACILITY AT BILOXI,  
MISS.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

NOV 1 1935

7



THE CANTEEN,  
BILOXI, MISS.

NO. 5A-H2010 ✓

ORDER NO. 56930

DATE 10-30-1935

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL) AERIAL VIEW OF U.S.

IMPRINT

NONE

VETERANS FACILITY AT BILOXI,  
MISS.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



*not on*  
*11*

*HC 13/4*  
*A 11*

*16 = Spruce Lake 5*  
*8 = 7*

DISTRIBUTED BY FRASHER'S, INC.,  
POMONA, CAL IF.

NO. 5A-42011 ✓  
ORDER NO. 56968  
DATE 10-31-1935

5 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. <u>8</u>	R. M. <del>YES</del> YES	
TITLE (IN FULL) TOP- DEATH VALLEY NATIONAL MONUMENT, CALIFORNIA	IMPRINT	SAME AS ABOVE	
BOT- FURNACE CREEK INN SWIMMING POOL			
(C) FRASHERS FOTO			

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF YES      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.—      CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE  
DEADLINE



HC 1 1/2  
8 3/4

DISTRIBUTED BY  
E. D. WEST CO., SOUTH YARMOUTH,  
CAPE COD, MASS.

NO. 5A-H2012 ✓  
ORDER NO. 56964  
DATE 10-31-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) CAPE COD CANAL AND  
BOURNE BRIDGE, CAPE COD, MASS.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- 158

TOP, SMALL TYPE- PHOTO BY FRED S. HOWARD,  
FALMOUTH HEIGHTS, MASS.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & Co.-

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TEICH & CO. INC.

8



4 1/2

DISTRIBUTED BY  
E.D. WEST CO., SOUTH YARMOUTH,  
CAPE COD, MASS.

NO. 5A-H2013 ✓

ORDER NO. 56964

DATE 10-31-1935

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AN OLD CAPE COD LANE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- 140

COLOR DESCRIPTION

To Kerner 10-29-40

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

*Handwritten:* 201/2  
A9

12  
11



2001/4  
483

*dist. only*

1 1/2

E.D. WEST CO., SOUTH YARMOUTH,  
CAPE COD, MASS.

NO. 5A-H2014

ORDER NO. 56964

DATE 10-31-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER CENTER - BORDER.

FRONT NO. 1 R. M. ~~YES~~ No

TITLE (IN FULL) TOP- CAPE COD SURF

IMPRINT SAME AS ABOVE

BOT- (3 VERSES)

PRIVATE NO. BEFORE TITLE- 171

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 112

11



DISTRIBUTED BY  
E. D. WEST CO., SOUTH YARMOUTH,  
CAPE COD, MASS.

NO. 5A-M2016 ✓

ORDER NO. 56964

DATE 10-31-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

YES *same*  
*as 4A H 706*

TITLE (IN FULL) OLD CAPE COD  
(VERSE)

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER- 120

COLOR DESCRIPTION

USE PHOTO NO. 86474.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



26 1 1/4  
A8 3/4

2 1/2

DISTRIBUTED BY  
E.D. WEST CO., SOUTH YARMOUTH,  
CAPE COD, MASS.

NO. 5A-H2017 ✓

ORDER NO. 56964

DATE 10-31-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NOBSKA LIGHT, WOODS

HOLE, CAPE COD, MASS.

TOP, SMALL TYPE - (C) FRED S. HOWARD,

FALMOUTH HEIGHTS, MASS.

PRIVATE NO. BEFORE TITLE - 159

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

~~YES~~ No

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

To Klynner 10-24-40

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

12



2 1/2

20 1/2  
19 1/2

DISTRIBUTED BY  
E.D. WEST CO., SOUTH YARMOUTH,  
CAPE COD, MASS.

NO. 5A-M2018  
ORDER NO. 56964  
DATE 10-31-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 1	R. M. YES
TITLE (IN FULL) U.S. WIRELESS STATION AND HIGHLAND LIGHT, NORTH TRURO, CAPE COD, MASS.		IMPRINT	SAME AS ABOVE
PRIVATE NO. BEFORE TITLE- 163			

COLOR DESCRIPTION

USE PHOTO NO. 111730.

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

12



PHOTO TICKET

ARMED AND DANGEROUS



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. ~~3XXM22XX~~ ORDER NO. 56960  
CUSTOMER SA-H2021  
FORT STEUBEN HOTEL,  
STEUBENVILLE, O.

DATE 10-31-1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 PC SIZE 3 1-2 X 5 1-2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full  
FORT STEUBEN HOTEL,  
STEUBENVILLE, OHIO

FRONT NO. 5  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

6B H 5

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

net 6  
b. n 10  
h. c 1 1/2



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO

NO

YES

DIAL NO. 5A-H2023

ORDER NO. 57019

DATE 11/5/35

CUSTOMER HOTEL MORADA  
STOCKTON, CALIF.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE 3 1/2 X 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

HOTEL MORADO ON HIGHWAY "99"  
5 MILES NORTH OF STOCKTON, CALIFORNIA

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

*To customer*

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

BUILDING IS JUST PLAIN WHITE, AND ROOF IS LEAF GREEN. NEW LAWN PLANTED. THE DARK SHADOWS FROM THE TREES IN FRONT SHOULD BE LIGHTENED UP. SHOW SOME FLOWERY SHRUBS ALONG SIDE THE BUILDING WHERE I HAVE INDICATED WITH INK LINES. TAKE OUT THAT OLD FENCE IN BACK WHERE I HAVE CROSSED WITH X. SHOW BIG TREES IN LIGHT GREEN. GREEN COLORED CHAIRS ON PORCH

PHOTO RETURNED

TO

PHOTO USED FOR

4

1 1/2

93

1/4

6 1/2

*Get Morada*  
*3 25*

*Joe*



McCORMICK CO.,  
217 E. 7th AVE.,  
AMARILLO, TEXAS

NO. 5A-H2024 ✓

ORDER NO. 57023

DATE 11/5/35

6M C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

LOOKING NORTH FROM SCHNEIDER HOTEL,  
PAMPA, TEXAS

DISTRIBUTED BY McCORMICK CO.,  
217 E. 7th AVE., AMARILLO, TEXAS

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTOGRAPH

*antique art  
past modernism*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 119

DEADLINE

5



21213  
A-9

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 5A-H2025 ✓

ORDER NO. 57008

DATE 11/5/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

TITLE (IN FULL)

BREEZY KNOLL INN, PONTAGSUC LAKE,  
PITTSFIELD, MASS.  
PRIVATE NO.  $\frac{3}{4}$  OF AN INCH FROM RIGHT EDGE  
IN UPPER BORDER-147

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

NOT CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

9



4

~~24~~

28 1/2  
A9

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 5A-H2026 ✓

ORDER NO. 57008

DATE 11/5/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. no

TITLE (IN FULL)

IMPRINT

PONTOOSUC LAKE, PITTSFIELD, MASS.  
PRIVATE NO. 3/4 OF AN INCH FROM RIGHT EDGE  
IN UPPER BORDER 140

SAME AS ABOVE

COLOR DESCRIPTION

PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.,

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 10



8 1/2

201\*  
A12

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 5A-H2027 ✓

ORDER NO. 57008

DATE 11/5/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

NORTH STREET, FITTSFIELD, MASS.

SAME AS ABOVE

PRIVATE NO. 3 OF AN INCH FROM RIGHT EDGE  
IN UPPER BORDER 148

COLOR DESCRIPTION

PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

9



2812  
A9

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO 5A-H2028 ✓

ORDER NO. 57008

DATE 11/5/35

M 12,500 C.T. ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

N

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

PONTOOSUC LAKE, PITTSFIELD, MASS.

PRIVATE NO. 2 OF AN INCH FROM RIGHT EDGE  
IN UPPER BORDER - 144

COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TEICH & CO. CHICAGO

6



281  
19  
C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO 5A-H20 29

ORDER NO. 57008

DATE 11/5/35

M12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

PONTOOSUC LAKE, PITTSFIELD, MASS.  
PRIVATE NO. 2 OF AN INCH FROM RIGHT EDGE  
IN UPPER BORDER - 141

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT

SMALL AS ABOVE

COLOR DESCRIPTION

PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

THE GET UP



2 1/2

rel 1 1/2  
A-8 3/4

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 5A-H2030 ✓

ORDER NO. 57008

DATE 11/5/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

THOMAS ISLAND, ONOTA LAKE, PITTSFIELD, MASS.  
PRIVATE NO. 3/4 OF AN INCH FROM RIGHT EDGE  
IN UPPER BORDER - 143

SAME AS ABOVE

COLOR DESCRIPTION

FEET CLOUDS IN SKY

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

HEADLINE

9

12



3

212 1/2  
A9

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 5A-H2031 ✓

ORDER NO. 57008

DATE 11/5/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

GUNN'S GROVE, PONTOOSUC LAKE,  
ITTSFIELD, MASS.

SAME AS ABOVE

PRIVATE NO. 3/4 OF AN INCH FROM RIGHT EDGE  
IN UPPER BORDER - 145

COLOR DESCRIPTION

PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

9

12



3 1/2

201 1/2  
A 8 3/4

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 5A-H2032 ✓

ORDER NO. 57008

DATE 11/5/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

PONTOOSUC LAKE, PITTSFIELD, MASS.

PRIVATE NO. 3 OF AN INCH FROM RIGHT EDGE  
IN UPPER BORDER-146

COLOR DESCRIPTION

*Make a moonlight scene*

PUT IN SAIL BOAT - SEE #.99

PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

8



C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 5A-H033 ✓

ORDER NO. 57008

DATE 11/5/35

M12,500 C.T. ART COLORTONE POST C RDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

SMAR AS ABOVE

TOP-SHAKER VILAGE AND LEBANON VALLEY  
FROM THE MOUNTAIN TOP, LEBANON TRAIL, MASS.  
BOT-LOOKING TOWARDS NEW YORK  
PRIVATE NO. 2 OF AN INCH FROM RIGHT EDGE  
IN UPPER BORDER -22

COLOR DESCRIPTION

USE CARD NO. 66449

POT CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

9

8



3 1/2

*Regulated to*

C.W. Hughes & Co., Inc.,  
Mechanicville, N.Y.

NO. 5A-H2034 ✓

ORDER NO. 57013

DATE 11/5/35

*He 1 1/4  
A 8 3/4*

M

12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

HOME OF CALVIN COOLIDGE DURING HIS  
PRESIDENCY OF THE UNITED STATES,  
NORTHAMPTON, MASS.  
PRIVATE NO. 3/4 OF AN INCH FROM RIGHT EDGE  
IN UPPER BORDER- 70

SAME AS ABOVE

COLOR DESCRIPTION

*Photo*  
USE ~~ORD~~ NO. 97256

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*TYPE 100 174*

*on sheet  
165*

DEADLINE

*1*

8  
5



2012  
1934

SHUSHAN AIR ORT NEW ORLEANS, LA.		NO. 5A-H2035
		ORDER NO. 57048
		DATE 11/5/35
Group 2 6 M C.T. ART COLORTONE PO T C RDS, WHITE BORDER		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. NO
TITLE (IN FULL) NEW LOUISIANA STATE CAPITOL, BATON ROUGE, LA. IN PLATE- <del>RED</del> HUEY P. LONG	IMPRINT	NONE
COLOR DESCRIPTION		
<i>Use photo no. 5A 475 + 1A 918</i> <i>Part of head &amp; shoulders of Huey P. Long in upper left corner</i> <i>See sketch attached</i>		
SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF
PHOTO PROPERTY OF C. T. & Co.	CUSTOMER <input checked="" type="checkbox"/>	RETURN PHOTO.
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

3CH 867

DEADLINE



310 1/2  
A10

7

ABILENE PRINTING & STATIONERY CO.,  
ABILENE, TEXAS

NO. 5A-H2036 ✓

ORDER NO. 57050

DATE 11/5/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 1	R. M. NO
TITLE (IN FULL) McMURRY COLLEGE, ABILINE, TEXAS		IMPRINT SAME AS ABOVE	
SUB TITLES-MAIN BUILDING BOY'S DORMITORY GYMNASIUM GIRLS DORMITORY			

COLOR DESCRIPTION

UPPER PHOTO -LARGE BUILDING BUFF. SMALL BLDG. YELLOW,  
GREEN ROOF. LOWER PHOTO-SMALL BUILDING YELLOW, LATE ROOF, LARGE BUILDING  
BUFF BRICK. TAKE OUT BOYS SETTING ON STEPS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP



200139  
A11

ABILENE PRINTING & STATIONERY CO.,  
ABILENE, TEXAS

NO. 5A-M2037

ORDER NO. 57050

DATE 11/5/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

ABILENE CHRISTIAN COLLEGE, ABILENE, TEXAS  
SUB TITLES - ADMINISTRATION BLDG.,  
AUDITORIUM  
BOY'S DORMITORY  
GIRL'S DORMITORY  
EDUCATIONAL BLDG.  
ADMINISTRATION BLDG.

COLOR DESCRIPTION

BLDGs. LIGHT BUFF, STONE TRIM. UPPER PICTURE TAKE OUT WEEDS IN FOREGROUND

LOWER PICTURE: TAKE OUT WEEDS IN LEFT CORNER, PUT IN LAWN

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

1000 SET - 4

DEADLINE

8



CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF  
—  
RETURN PHOTO  
—  
YES  
—  
NO

DIAL NO. 5A-H2038

ORDER NO. 57038

DATE 11/5/35

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER J.A. BERRY  
ORANGETTURG, S.C.

6 M POST CARDS

SIZE 3 1/2 X 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

BERRY'S TOURIST HOME, ORANGETTURG, S.C.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 5  
212 1 1/2  
9 1/2  
6- 1/2

Off 12-2



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. 5A-H2039 ORDER NO. 57043 DATE 11/5/35

CUSTOMER WHITEY'S WONDER BAR  
EAST GRAND FORKS, MINN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 X 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

TOP-WHITEY'S WONDER BAR  
BOT-EAST GRAND FORKS, MINN.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

1675  
11/5/35

X



26 1/2  
A8 3/4

COPY TO FILE 27  
E.A. BISHOP,  
RACINE, WISCONSIN

NO. 5A-H2040

ORDER NO. 58012

DATE 12-23-1935

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

TITLE (IN FULL) RACINE COUNTY COURT HOUSE,  
RACINE, WISCONSIN

PRIVATE NO. BEFORE TITLE-1444

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

5B4925

COLOR DESCRIPTION THIS PHOTO IS TO BE GIVEN TO MR. MELZNER TO WORK ON.  
SEE PHOTO NO. 2A-H57 FOR COLORING.

*Use photo 2A-H57 - take out autos*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

(TYPE SET UP)

DEADLINE

M M



707  
11/5/35

UNITED ART CO.,  
BOSTON, MASS.

NO. 5A-H2041 ✓

ORDER NO. 57058

DATE 11/5/35

25 M12-100 C.T. RT COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

PANORAMA, PUBLIC GARDEN, BOSTON, MASS.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

11/5/35

12



9207

UNITED ART CO.,  
BOSTON, MASS.

NO. 5A-H2042 ✓

ORDER NO. 57058

DATE 11/5/35

W M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

OLD SOUTH CHURCH, BOSTON, MASS.

SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



UNITED ART CO.,  
BOSTON, MASS.

NO. 5A-M2043 ✓

ORDER NO. 57058

DATE 11/5/35

25 M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 1

R. M.

YES

TITLE (IN FULL)

IMPRINT

THE FIRST CHURCH OF CHRIST SCIENTIST,  
INTERIOR, BOSTON, MASS.

SAME AS ABOVE

COLOR DESCRIPTION

SEE CARD ATTACHED TO PHOTOGRAPH

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



HE 12  
A9

7 1/2

UNITED ART CO.,  
BOSTON, MASS.

NO. 5A-H2044 ✓

ORDER NO. 57058

DATE 11/5/35

25 12/1 M

C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

FRONT NO. 1

R. M. YES same as

TITLE (IN FULL)

IMPRINT

3AH1183

NEW BUILDING OF THE CHRISTIAN SCIENCE  
PUBLISHING SOCIETY, BOSTON, MASS.

SAME AS ABOVE

COLOR DESCRIPTION

SEE CARD NO. 3A-H1183

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER ☒

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PHOTO TICKET

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NO 5A-H2045 ✓

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

ORDER NO. 57104

DATE 11/6/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

BEACH AND EXCURSION BOAT LANDING,  
PLAYLAND, RYE BEACH, N.Y.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. 31

COLOR DESCRIPTION

BLUE AND ORANGE SUN SHADES AND VARIOUS COLORS. BOATS WHITE, GRAY FERR.  
TAN SAND BEACH, MAKE WATER BLUE. GREEN FENCE AND LAMP POST. DONT COLOR SAND  
ORANGE, CREAM IS BETTER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

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NO. 5A-H20 46 ✓

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(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

BOARDWALK AND BEACH, PLAYLAND, RYE BEACH,  
N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. - 32

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT  
SAME AS ABOVE

COLOR DESCRIPTION

AUTUMN FOLIAGE

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

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*on 11/17/35  
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A9*

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PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

VIEW FROM THE OCEAN, PLAYLAND, RYE BEACH,  
N.Y.

PRIVATE O. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 34

COLOR DESCRIPTION

*cut as marked*

AUTUMN FOLIAGE. WHITE BUILDINGS, CREAM AND OLIVE GREEN TRIM. PAINT IN  
COLORFUL UMBRELLAS ON BEACH. PAINT IN AMERICAN FLAGS. SAND NOT ORANGE  
COLOR. CREAM IS BETTER

*PHOTO. 11-30-35*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

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PHOTO TICKET

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DEADLINE



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62

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(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SWIMMING POOL, PLAYLAND, RYE BEACH, N.Y.

SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 33

COLOR DESCRIPTION

TAKE OUT LARGE FIGURE OF BATHER IN CENTER. TAKE OUT LAMP POST AT LEFT  
BLUE WATER IN POOL. COLORFUL UMBRELLAS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

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191

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(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

SENIOR HIGH SCHOOL, PORT CHESTER, N.Y.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. - 16

COLOR DESCRIPTION

*use Part of Photo as marked*  
autumn foliage. DARK RED BRICK. CEMENT TRIM. GOLD DOME. SLATE ROOF. ADD SOME  
FLOWERS TO COVER FENCE IN FOREGROUND, AND SOME FLOWERS AT LEFT OF BLENDERS.  
FLAG ON POLE. COLOR AND TRIM BUILDING TO VERY BEST ADVANTAGE. CLOUD EFFECT TO  
TAKE UP LARGE SKY SPACE

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. ☒

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

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ORDER NO. 57109

DATE 11/6/35

M  
12,500 C.T. ART COLOR TONE TO T CARDS, WITH BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)  
PLACE OF TITLE (UPPER) LOWER. CENTER - BORDER.  
TITLE (IN FULL)  
POST OFFICE, PORT CHESTER, N.Y.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. 15

FRONT NO. R. M.  
IMPRINT 2 NO  
SAME AS ABOVE

COLOR DESCRIPTION

autumn foliage. COPPER ROOF. RED BRICK. ORNAMENTED STONE CAPS SHADE  
DARKER. FLOWERS AROUND BUILDING. PAINT OUT CARS, POLES, WIRES. PAINT OUT  
MAN ON LADDER. FLAG ON POLE. LIGHT COLOR WINDOW SHADES HALF WAY ON ALL  
WINDOWS.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 11/11/35

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ORDER NO. 57109

DATE 11/6/35

M

WHITE BORDER

12,500 C. T. ART COLORTONE POST CARDS, (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NO

2

IMPRINT

SAME AS ABOVE

TITLE (IN FULL)

LYONS PARK, PORT CHESTER, N.Y.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. 12

COLOR DESCRIPTION

*make center tree larger*

AUTUMN FOLIAGE. DO NOT MAKE THIS SUBJECT UNLESS YOU CAN MAKE IT LOOK  
LIKE A NICE PARK - AS IT HAS BEEN TAKEN FROM A POOR VIEW POINT. ADD PLENTY  
COLOR AND BUSHES. PAINT IN LIGHT PATH. ADD HEIGHT TO SOME OF THE SHORT TREES, ETC  
SEE WHITE MARBLE FOUNTAIN AT LEFT -- BRING OUT.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. X

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

8



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A9

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ORDER NO. 57109

DATE 11/6/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

JOHN LYONS HOMESTEAD, BUILT 1640, PORT  
CHESTER, N.Y.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE SPACE BETWEEN TITLE & PRIVATE  
NO. - 13

FRONT NO. 2 R. M. NO  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

*use part of photo as marked*

AUTUMN FOLIAGE. OLD RUSTIC ENTRANCE AND RUSTIC FENCE. WILD FLOWERS AND  
WILD BUSHES. COLOR AND TRIM UP NICELY TO MAKE HISTORIC CARD. PEA GREEN  
DOOR. SHINGLE BUILDING. RUSTIC ROOF. CREAM CHIMNEY.  
COVER HOUSES WITH TREE

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. - X

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 100 100

DEADLINE



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A9

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DATE 11/6/35

M 2,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

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PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS AB VE

SENIOR HIGH SCHOOL, NEW ROCHELLE, N.Y.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE PRIVATE  
NO. 4

photo in 2014 123 ✓

COLOR DESCRIPTION

use Part of Photo as marked. Put flag on tile

AUTUMN FOLIAGE. RED BRICK VERY LIGHT CREAM TRIM. SLATE ROOF.

FANCY COLOR STEEPLE. FLOWERS AROUND BASE OF BUILDING. MAKE FINE LAWNS AND  
TRIM. TRIM UP BASE OF ROUGH WATER EDGE. ON FRONT LAWN SPRINKLE FEW DAISYS  
SMALL FEW WILD FLOWERS

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

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DATE 11/6/35

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PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL)

FRONT NO. 2 R. M. NO  
IMPRINT  
SAME AS ABOVE

BEECHMONT PARK, NEW ROCHELLE, N.Y.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. - 3

*photo in 2 (1)*

*183 ✓*

COLOR DESCRIPTION

AUTUMN FOLIAGE. GARDEN FLOWERS PARKING IN CENTER. ADD FLOWERS TO LOOK LIKE  
PARK, ESPECIALLY IN CENTER SECTION, ON EACH SIDE ENDS OF PICTURE ADD LITTLE  
WILD ROSES AND DAISIES ETC.  
MAKE LARGE CENTER TREES WITH ABUNDANCE OF HANGING FOLIAGE. BREAK UP TREES WITH  
AUTUMN SHADES

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
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PHOTO TICKET

TYPE SET UP

DEADLINE

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M 12,500 C.T. ART COLORTONE POST CARD, WHITE BORDER

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PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

CASTLE ON THE RHINE, GLEN ISLAND,  
NEW ROCHELLE, N.Y.

SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. 5

COLOR DESCRIPTION

*Cut as marked*

AUTUMN FOLIAGE. ~~ADD~~ FLOWER BUSHES AND FERNS. RUSTIC FENCE, ADD LEAVES ON TREES  
PLENTY COLOR SHRUBS AROUND WOOD FENCE. LEAVES ON TREES

*24370 FR. 3 PH-201*

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

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DATE 11/6/35

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PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

VIEW OF GREENWOOD LAKE FROM EAST SIDE

SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME

RIGHT. LEAVE A SPACE BETWEEN TITLE & PRIV.

NO. 2

COLOR DESCRIPTION

AUTUMN FOLIAGE. RED FLOWERS IN FOREGROUND AND ON LEFT. ORANGE AND GREEN  
STRIPED AWNING ON RIGHT. TAN AWNING ON TENT ON LEFT. GRAY PIERS. COLORFULL  
LIFE ALONG SHORE

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. — X

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

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DEADLINE

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M12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

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PLACE OF TITLE <u>UPPER</u> LOWER, CENTER - BORDER.	FRONT NO. 2 R. M. NO
TITLE (IN FULL)	IMPRINT
CHAPEL ISLAND, GREENWOOD LAKE	SAME AS ABOVE
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.	
LEAVE A SPACE BETWEEN TITLE & PRIVATE	
NO. - 4	

COLOR DESCRIPTION

CHURCH ON RIGHT GRAY, CREAM AND RUSTIC STONE. FANCY ORNAMENTED GLASS WINDOWS.  
BUILDING ON LEFT DARK BUFF, BROWN TRIM, SLATE ROOF.. AMERICAN FLAG ON CHURCH  
STEEPLE. BEAUTIFULL FOLIAGE AROUND GROUNDS, BOTTOM OF CHURCH. AUTUMN FOLIAGE  
CLOUD EFFECT SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

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NO. 5A-H2058 ✓

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PLACE OF TITLE <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. 2	R. M. NO
TITLE (IN FULL)		IMPRINT	SAME AS ABOVE
VIEW OF GREENWOOD LAKE FROM JERSEY SIDE			
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.			
LEAVE A SPACE BETWEEN TITLE & PRIVATE NO. - 7			
COLOR DESCRIPTION			

GREEN AND RED STRIPED BOAT. FOLIAGE COLORFULL. SHOW MOUNTAINS CLEAR AND GREEN.  
MAKE ARTISTIC SCENIC VIEW

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

HEADLINE

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NO. 5A-H2059 ✓

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(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

STORMS ISLAND, GREENWOOD LAKE

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. - 3

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

BUILDINGS BRIGHT BUFF. BROWN ROOFS. ORANGE AND BLACK AWNINGS.  
AUTUMN FOLIAGE. SNOW MOUNTAINS CLEAR IN REAR. LIGHTEN DARK SHADY PLACE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

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M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER  
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PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)  
INKOTA AND CHAPEL ISLAND, AT BASE OF  
MOUNTAIN, GREENWOOD LAKE

IMPRINT  
SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. - 1

COLOR DESCRIPTION

~~XXXXXXXXXX~~ SHRUBS AT LEFT, INSERT SOME WILD FLOWERS AND COLORFUL WILD  
FOLIAGE. HOUSE AT RIGHT END RUSTIC STONE, LIGHT TRIM. IT IS THE CHAPEL RETOUCH  
PLAINER AS PER SEPARATE PICTURE ORDER OF CHAPEL

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

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11



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H.C. 12  
A 9 1/2

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NO. 5A-H2061

ORDER NO. 57118

DATE 11/6/35

M. 12,500 C.T. ART COLORTONE POST C. RDS, WHITE BORDER  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT  
SAME AS ABOVE

ALONG THE BRONX RIVER PARKWAY  
PRIVATE NO. AT EXTREME RIGHT. LEAVE A  
SPACE BETWEEN TITLE & PRIVATE NO. - 18

COLOR DESCRIPTION

AUTUMN FOLIAGE, see 5A H2065

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

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NO. 5A-H2062

ORDER NO. 57118

DATE 11/6/35

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M 12,500 C.T. ART COLORTONE P.O.T. C.RDS, WHITE BORDER

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

ALONG THE BRONX RIVER PARKWAY  
PRIVATE NO. AT EXTREME RIGHT. LEAVE A  
SPACE BETWEEN TITLE & PRIVATE NO. -22

COLOR DESCRIPTION

AUTUMN FOLIAGE, ACC 57H2065

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

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28 1/2  
19 1/2

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THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO 5A-H3063 ✓

ORDER NO. 57118

DATE 11/6/35

M, 500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

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PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M.

NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

ALONG THE BRONX RIVER PARKWAY

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO.- 24

COLOR DESCRIPTION

ATUMN FOLIAGE *see 5AH2065*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. X

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

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NO. 5A-H2064

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NEWBURGH, N.Y.

ORDER NO. 57118

DATE 11/6/35

M1,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

ALONG THE BRONX RIVER PARKWAY

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIV. NO.-20

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

AUTUMN FOLIAGE *see 5AH2065*

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



NO. 5A-H2065

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ORDER NO. 57118

DATE 11/6/35

M2,500 C.T. ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

ALONG THE BRONX RIVER PARKWAY

SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIV. NO. - 17

COLOR DESCRIPTION

AUTUMN FOLIAGE - see 49H1432

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - X

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

(VPR INT 11)

DEADLINE



12-1

200 1/2  
193

2

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 5A-M2066 ✓

ORDER NO. 57118

DATE 11/6/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

ALONG THE BRONX RIVER PARKWAY

SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. -23

COLOR DESCRIPTION

AUTUMN FOLIAGE, (see 5AH2065)

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE  
11/11/35

12



HP 1 1/2  
A9 3/4

2

THE RUBEN PUBLISHING CO.,  
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NO. 5A-H2067

ORDER NO 57118

DATE 11/6/35

M12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

ALONG THE BRONX RIVER PARKWAY

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 21

COLOR DESCRIPTION

AUTUMN FOLIAGE, see 5AH2065

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

12



11/11  
A9

4

NO. 5A-H2068 ✓

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

ORDER NO. 57115

DATE 11/6/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

MEMORIAL JUNIOR HIGH SCHOOL, MIDDLETOWN,  
N.Y.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. 11

COLOR DESCRIPTION

*Rel*  
AUTUMN FOLIAGE. BRICK. LIGHT STONE TRIM. LIGHT SASH. GREEN SHRUBERY &  
LAWN. FLOWERS IN BUSHES. ADD SOME COLORFULL BUSHES ALL AROUND BASE OF BUILDINGS.  
AUTUMN FOLIAGE. TAKE OUT CAR AT LEFT AND SMALL BUILDING AT LEFT

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

14



intention

2001  
A9 1/2

4

NO. 5A-H2069

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

ORDER NO. 57115

DATE 11/6/35

M 1,500 C.T. ART COLORTONE POST C RDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SA E AS ABOVE

STATE HOSPITAL MAIN BUILDING,  
MIDDLETOWN, N.Y.

COLOR DESCRIPTION

COLORS: COLORED STONE FOUNDATION, WHITE BUFF ETC., BRICK BUILDING IVORY TRIM.

ROOT COLORED ORNAMENTED SHADES. ADD FEW SHRUBS. AUTUMN FOLIAGE ADD FLOWERS

*Pole + Autos out*

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER ☒

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET ON

DEADLINE

X

5



THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 5A-H2070

ORDER NO. 57115

DATE 11/6/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

POST OFFICE, CITY HALL AND MITCHELL INN,  
MIDDLETOWN, N.Y.

SA E AS AB VE

COLOR DESCRIPTION

ON LEFT FIRST LIGHT STONE, GREEN SASH, GREEN & WHITE STRIPED AWNINGS.  
2-RED BRICK. LIGHT STONE TRIM  
3-RED BRICK, GRAY TRIM, SLATE ROOF.  
4-RED BRICK, DIFFERENT SHADE SHOW FLAGS ON POLES. GREEN LAWN ON YARD.  
ADD FLOWERS ON LAWN, AND FEW FLOWER BUSHES. AUTUMN FOLIAGE

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co. - X

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET

DEADLINE

14  
6



32

*Handwritten:*  
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Hel  
18 3/4

NO. 5A-H2071 ✓

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

ORDER NO. 57103

DATE 11/6/35

M 12,500 C.T. ART. COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT.

SAME AS ABOVE

BOLLING

BOLLING MEMORIAL, GREENWICH, CONN.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 25

COLOR DESCRIPTION

*cut at top as marked*

light cream heavy deep carving. STATUE DARK BRONZE. WILD FLOWERS AROUND

BASE. COLORFUL BUSHES. TWO TREES IN BACKGROUND. PARK EFFECT. AUTUMN FOLIAGE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET

DEADLINE

17



On the 179  
HEP  
A82

5

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 5A-H2072 ✓

ORDER NO. 57103

DATE 11/6/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

GREENWICH HIGH SCHOOL, GREENWICH, CONN.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 9

COLOR DESCRIPTION

STEEPLE

BRICK, WHITE TRIM, SLATE ROOF. ENTRANCE MARBLE, CREAM/GOLD ORNAMENTED (SLIGHT)  
FANCY BUSHES IN FOREGROUND. TAKE AWAY TWO CARS AT LEFT. SHOW LAWN. AND FLOWER  
BED ON LAWN. COLORFULL STONE PILLAR ROCK ENTRANCE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

5



20 1/2  
A9 1/2

5

NO. 5A-112073 ✓

ORDER NO. 57103

DATE 11/6/35

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

M12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

TITLE (IN FULL)

ISLAND BEACH BOARDWALK, GREENWICH, CONN.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. 28

COLOR DESCRIPTION

*use Part 7 Photo as marked*  
ADD SOME BATHERS WITH UMBRELLAS AT LEFT BEACH AND FEW MORE AT RIGHT.  
INCREASE SIZE OF TREES AND COLORFUL FOLIAGE. AUTUMN FOLIAGE

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

6



*179*  
*18 1/2*  
*18 3/4*

*15 April 1935*  
*7*  
*3 1/2*

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 5A-H2074 ✓

ORDER NO. 57103

DATE 11/1/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

POST OFFICE AND SOLDIERS' AND SAILORS  
MONUMENT, GREENWICH, CONN.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT  
LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. 17

COLOR DESCRIPTION

AUTUMN FOLIAGE. VERY LIGHT TAN BUILDING. LITTLE DARK TAN CORNICE & ORNAMENT.  
MARBLE MONUMENT. LETTERS ARE UNITED STATES POST OFFICE ON BUILDING. TAKE AWAY  
LADDER. LARGE AMERICAN FLAG. FLOWERS AND PARK EFFECT IN FRONT OF BUILDING  
AUTUMN FOLIAGE IN TREES. TAKE AWAY ONE OR TWO CARS IN REAR CENTER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

7  
10



MC 1 1/2  
A 8 3/4

5

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 5A-H2075 ✓

ORDER NO. 57103

DATE 11/6/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

ISLAND BEACH, GREENWICH, CONN.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 27

COLOR DESCRIPTION

AUTUMN FOLIAGE. SHOW OCEAN BACKGROUND TO A LINE ROOF POINT OF BUILDING  
AT RIGHT. INCREASE SIZE AND HEIGHT OF TREES, MAKE TREES HEAVY FOLIAGE.  
DO NOT COLOR SAND ORANGE, SHOULD BE TAN. COLOR AND TRIM BUILDINGS IN CONTRAST  
SHOW MUCH GRASS AS YOU CAN

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. —

B. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 110

DEADLINE

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6



32

NO. 5A-H2076 ✓

ORDER NO. 57137

DATE 11/6/35

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

2812  
A9

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. NO

TITLE (IN FULL)  
PRESTON HALL, GOOD COUNCIL COLLEGE, WHITE  
PLAINS, N.Y.

IMPRINT  
SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. 16

COLOR DESCRIPTION

GRAY STONE ROCK., WHITE TRIM. RED ROOF OAK DOOR. RETOUCH LIGHT PEAK  
ROOF AT LEFT. AUTUMN FOLIAGE. PARKISH FOREGROUND FOLIAGE AND SHRUBS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 1935

DEADLINE

Photo in 2041144

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13



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A9

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THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 5A-H2077 ✓

ORDER NO. 57137

DATE 11/6/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

BURKE FOUNDATION, WHITE PLAINS, N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. 18

COLOR DESCRIPTION

GOLD DOME, ORNAMENTAL STEEPLE, RED BRICK. SLATE ROOF AND TOWER., WHITE TRIM  
BEAUTIFUL PARK EFFECT FLOWERS. ON LAWN. FANCY COLORS ON BUSHES IN FOREGROUND  
SHADE. AUTUMN FOLIAGE - *add foliage as marked on Photo*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 114

DEADLINE

*photo in 201+1144*

17  
5



52

HC 1 1/2  
A9

NO. 5A-H2078

ORDER NO. 57137

DATE 11/6/35

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SA E AS ABOVE

ST. AGNES HOSPITAL, WHITE PLAINS, N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 23

COLOR DESCRIPTION

SPECK BRICK LIKE NEWBURGH POST OFFICE AS CARD #4A-H1555  
TRIM CREAM. CENTER ENTRANCE ORNAMENTED LITTLE DARKER. CENTER SECTION AT TOP  
ORNAMENTED. PARK EFFECT IN FOREGROUND CIRCLE. RUSTIC BOARDER, PRETTY L'NN, FEW  
FLOWERS. WILD FLOWERS AT BOTTOM  
REMOVE WIRES AND ADD TREE ON RIGHT TO HIDE UNFINISHED END OF PHOTOGRAPH

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Photo in 2C11144

DEADLINE

13  
14



THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 5A-H2079 ✓

ORDER NO. 5713

DATE 11/6/35

M12,500 8.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

MUNICIPAL BUILDING, WHITE PLAINS, N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 15

COLOR DESCRIPTION

BRICK NOT TOO REDDISH. SAND STONE BASE. WHITE COLUMNS. LIGHT CREAM ORNAMENTED  
BRICKX CUPS. COLOR IN FOLIAGE WHEN YOU CAN. BRING OUT RIGHT EDGE OF BUILDING.  
AUTUMN FOLIAGE. Put flag on Pole.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 100

DEADLINE

Photo in 2011/44



HLK  
A8 3/4

3 1/2

NO. 5A-H2080 ✓

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

ORDER NO. 57137

DATE 11/6/35

M 12,500 C.T. ART COLOR TONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

THE CONVENT, GOOD COUNCIL COLLEGE, WHITE  
PLAINS, N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. 64

COLOR DESCRIPTION

see Part 7 Photo as marked

AUTUMN FOLIAGE. GRAY STUCCO BUILDING. RED ROOF. FANCY COLOR ENTRANCE.

NICE FLOWER BEDS, BUSHES, FLOWERS AROUND GROUNDS, MORE LEAVES ON BARE TREES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

photo 2241144

DEADLINE

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*183*

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 5A-H2081 ✓

ORDER No 57137

DATE 11/6/35

M12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT No. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

ST. JOHN'S CATHOLIC CHURCH, WHITE PLAINS,  
N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. -14

COLOR DESCRIPTION

*cut as marked.*

AUTUMN FOLIAGE. FANCY COLOR ORNAMENTED WINDOWS. GRAY AND CREAM MIXED STONE.  
TRIMED WITH LIGHT CREAM OUTLINED. GOLD CROSS FINE SHRUBS AND BUSHES WITH  
FEW FLOWERS. ON EACH SIDE OF THE BUILDING. ADD PART OF TREE AT LEFT  
TAKE OUT C'RS ON EACH SIDE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 114

*photo in 201144*

DEADLINE

13



20 1/2  
A9

52

NO. 5A-H2082 ✓  
2082

ORDER NO. 57137

DATE 11/4/35

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

POST OFFICE, WHITE PLAINS, N.Y.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. - 28 //

COLOR DESCRIPTION

AUTUMN FOLIAGE. RED BRICK LIGHT CREAM TRIM. ORNAMENTED SHADE BACK OF COLUMNS.  
DARKER CREAM. FLAG ON POLE. FLOWERS AROUND EAST OF BUILDING. TAKE OUT  
GIRL ON CORNER AND THE TWO WIRES

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

photo in 26 H-1144



281 1/2  
A10

7

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO 5A-H2083 ✓

ORDER NO. 57136

DATE 11/7/35

M 12,500 C.T. ART CO ORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

TELEPHONE BUILDING AND FIRST BAPTIST  
CHURCH, NEWARK, N.J.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. 4

COLOR DESCRIPTION

*Put flag on Pale*

AUTUMN FOLIAGE. ADD FLOWERS IN PARK FOREGROUND. SHADE BUSHES COLORFUL  
COLOR TELEPHONE BUILDING SEE 1141 CREAM AND GIVE IT SORT OF A TRIM TO MATCH  
LITTLE BUFF. ADD MORE FOLIAGE ON TREES. CHURCH OLD STONE, SEVERAL SHADES  
FANCY COLOR WINDOWS. DARK DOME WITH BRONZE PEAK

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. ☒

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

7



NO 5A-H2084 ✓

ORDER NO. 57136

DATE 11/7/35

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

M 12,500 C.T. ART COLORTONE MOST C.RDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

MILITARY PARK AND HOTEL ROBERT TREAT,  
NEWARK, N.J.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT  
LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. 18

COLOR DESCRIPTION

*color shrubs*  
AUTUMN FOLIAGE. RETOUCH FIGURES AND REMOVE SOME FOLIAGE THAT HIDE FIGURES.  
PLANT FLOWERS IN PARK AND BUSHES AND MAKE COLORFULL PARK SCENE. COLOR CHARTS.  
RED BRICK BUILDING, WHITE TRIM. CENTER AND SIDE ORNAMENTED COLORS, POLYCHROME  
MIDDLE OF WALLS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

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100 1/2  
A93

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 5A-H2085 ✓

ORDER NO. 57132

DATE 11/7/35

M 1,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

HOOK MOUNTAIN PARK, NYACK, N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. 23

COLOR DESCRIPTION

AUTUMN FOLIAGE. MAKE BEAUTIFUL FLOWER BED PARK EFFECT, IN CENTER OR INSIDE  
STONE FENCE. NICE COLORFULL FOLIAGE AND AUTUMN TREES. OLD RUSTIC LITTLE  
SUMMER HOUSE AND LIGHT POLE. TAKE OUT OLD AUTO FROM ROAD. MAKE PRETTY CARD

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

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TEICH & CO. CHICAGO

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ORDER NO. 57132

DATE 11/7/35

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M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

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(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

HOOK MOUNTAIN, (HUDSON RIVER), NYACK, N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. 24

COLOR DESCRIPTION

*use Part of Photo as marked*  
autumn foliage. ~~HOOK MOUNTAIN~~

SUBMIT: RET. PHOTO

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RETURN PHOTO.

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PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 2	R. M. NO
TITLE (IN FULL)		IMPRINT	SAME AS ABOVE
PORT JERVIS, N.Y. SHOWING HIGH POINT MONUMENT IN DISTANCE, FROM SKYLINE DRIVE PRIVATE NO. AFTER TITLE AT EXTREME RIGHT. LEAVE A SPACE BETWEEN TITLE & PRIVATE NO. 31			

COLOR DESCRIPTION

ON LEFT CHURCH RED BRICK SLATE ROOF. LARGE BUILDING IN REAR LEFT CENTER BUFF BRICK. BUILDINGS IN FOREGROUND GRAY AND BUFF. IN RIGHT FOREGROUND RED BRICK. HOW <sup>RIVER</sup> ON RIGHT REAR. OUTLINE MOUNTAINS CLEAR AND GREEN. NOTICE-MAKE MONUMENT FOUR TIMES LARGER, WHICH SHOWS IN REAR CENTER ON TOP OF MOUNTAIN. AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X  
CURT TEICH & COMPANY, INC., CHICAGO  
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192

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PLACE OF TITLE: UPPER. LOWER. CENTER - BORDER.

TITLE (IN FULL)

HAIRPIN CURVE, SKYLINE DRIVE, PORT JERVIS,  
N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 29

FRONT NO. 2

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

AUTUMN FOLIAGE. MAKE THIS VIEW WITH COLORFULL MOUNTAIN FOLIAGE. BRING  
OUT HAIR PIN TURN AND CARRY OUT ROAD AT RIGHT UP TO TOP OF HILL.  
COLOR ROAD CREAM COLOR BANKED ON SIDES WITH COLORFULL WILD FOLIAGE AND  
SHRUBS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
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PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

OBSERVATORY ALONG PARK AVENUE DRIVE,  
PORT JERVIS, N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. - 28

FRONT NO.

2

R. M.

NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

AUTUMN FOLIAGE. ROAD CREAM COLOR. BUILDING RED TILE. ADD MORE GRASS OVER  
STONES IN FOREGROUND AND SPRINKLE SOME WILD FLOWERS ON THIS GRASS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

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1934

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PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

VIEW FROM HAWK'S NEST OF THE DELAWARE  
VALLEY, SPARROWBUSH, N.Y., NEAR PORT J RVIS  
PRIVATE NO: AFTER TITLE AT EXTREME RIGHT  
LEAVE A SPACE BETWEEN TITLE & PRIVATE

FRONT NO. 2 R. M. NO  
IMPRINT SAME AS ABOVE

NO. - 10

COLOR DESCRIPTION

autumn foliage WALL OF NEW ROAD OLD VARICOLOR STONES

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

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TIME SET UP

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X812  
A92

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(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

THE PLACID DELAWARE FROM HAWK'S NEST  
S ARROWBUSH, N.Y.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT  
LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 9

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. NO  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

AUTUMN FOLIAGE. BRING OUT NEW ROAD AND RIVER. MAKE COLORFUL BRIGHT  
FOLIAGE AND TREES. FANCY COLOR STONE WALL ON RD D

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
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*HEI 3/4  
A12*

*62*

NO. 5A-H2092 ✓

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DATE 11/7/35

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PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT

SOUTH FOURTH AVENUE, MT. VERNON, N.Y.

SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME R G T.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 6

COLOR DESCRIPTION

ALTERNATE COLORS ON VARIOUS BUILDINGS. CUT OUT SEVERAL LARGE CARS AT LEFT OF  
R. RETOUCH WOOL ORTH NAME ON FRONT OF STORE. NICE SKY EFFECT. IF POSSIBLE  
CUT OUT PART OF AUTOS ON RIGHT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
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A7

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PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

2

NO

FRANCIS W. KENNINGTON SCHOOL,  
MT. VERNON, N.Y.

SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE NO.

- 30

COLOR DESCRIPTION

*use Part of Photo as marked*

AUTUMN FOLIAGE. COLOR OF BRICK CHART NO. 11.-TRIM CHART no. 14, Roof 19  
TRIM ON WINDOW CASING AND TWO PEAK GABLES BROWN. ADD SOME FLOWERS ON  
BUSHES AND LIGHTEN DARK FOLIAGE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

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10



32

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X  
179  
200 1/2  
A93

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FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

"HUNTSWOOD", DERONIA AVENUE,  
MT. VERNON, N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 11

COLOR DESCRIPTION

1ST HOUSE COLOR 14 TRIM 32 ROOF 32  
2ND HOUSE COLOR 23 TRIM 14 ROOF 19  
3RD HOUSE COLOR 14 TRIM 8 ROOF 19

FLOWERS IN BUSHES AND FLOWERS IN GRASS, PRETTY AUTUMN FOLIAGE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

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PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SA E AS ABOVE

WASHINGTON JUNIOR HIGH SCHOOL,

MT. VERNON, N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE NO.

- 28

COLOR DESCRIPTION

COLOR OF BUILDING CHART NO. 14.

FOUNDATION BOTTOM FLOOR CHART 32. TRIM WINDOW CASE 32

SILK TAN CURTAINS INSIDE WINDOWS.

INCLUDE TWO SQUARE BUILDINGS ON EACH SIDE OF OVAL BUILDING

RETOUCH LETTERS CUT IN BUILDING, TAKE OUT WIRES AND POLES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

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PHOTO TICKET

TWICE CUT 110

DEADLINE



HE 1 1/2  
A 10

32

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PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

CHESTNUT POINT FROM ALAMAC HOTEL,  
LAKE HOPATCONG, N.J.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. 1

*photo in  
201-1145*

COLOR DESCRIPTION

BRING OUT CHESTNUT POINT IN CENTER AND THE DISTAND POINTS IN THE DISTAND  
BACKGROUND. SHOW PART OF THE POINT, BETWEEN THE TWO CENTER TREES OR CHOP TREES  
PARK EFFECT OF BEAUTIFULL FLOWERS IN FOREGROUND, LIGHTEN RIGHT LOWER CORNER.  
TAKE OUT WOODEN FENCE AT BBTTOM AND PAINT IN CO'ORFUL FLOWERS WHERE FENCE IS.  
NOTE FLOWERS IN STONE PTILARS AT ENTRANCE. MAKE LAKE LIGHT BLUE LIKE IN OLD

CARD

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

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PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER)

FRONT NO. 2

R. M.

NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

BERTRAND AND BED BUG ISLANDS (WHERE  
POETS DREAM), LAKE HOPATCONG, N.J.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. 3

photo in 2014 1145

COLOR DESCRIPTION

SEPARATE THE VARIOUS ISLANDS WITH VARIOUS SHADES OF FOLIAGE. AUTUMN FOLIAGE.  
CARRY THE LAKE IN SPOTS CLOSER TO THE SHORE. DECORATE AND COLOR WITH WILD  
FLOWERS, THE PRETTY LITTLE WOODLAND PATH. CUT FOLIAGE DOWN AT RIGHT TO SHOW  
MORE LAKE.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. —

B. L. & W. PROOF  
X CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

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PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

CRESCENT COVE, LAKE HOPATCONG, N.J.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. - 9

COLOR DESCRIPTION

PLENTY WILD FLOWERS IN FOREGROUND. RETOUCH BLURS OPPOSITE SHORE. MAKE  
PRETTY SCENE. AUTUMN FOLIAGE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

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PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

NORTHWOOD FROM HENDERSON ROCK, LAKE  
HOPATCONG, N.J.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 10

COLOR DESCRIPTION

COLORFUL STONE IN FOREGROUND WITH SPRINKLE OF GREEN FOLIAGE.  
AUTUMN FOLIAGE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
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PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

RIVER STYX BRIDGE, LAKE HOPATCONG, N.J.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 14

COLOR DESCRIPTION

EXTEND LAKE EACH SIDE OF BRIDGE TO END RIGHT. AND LEFT TO END OF HOUSE, SO  
AS TO SHOW MORE WATER.

MAKE COLOR SCENE AS ARTISTIC AS YOU CAN

AUTUMN FOLIAGE

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

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22

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PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)

FRONT NO. R. M.

TITLE (IN FULL)

IMPRINT 2 NO

SAME AS ABOVE

ROAD AROUND THE LAKE, BERTRAND ISLAND  
IN DISTANCE.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE

photo in 201145

NO. - 25  
COLOR DESCRIPTION

IN CENTER  
ENTERXOF ICTURE ADD LITTLE MORE LAKE IN WHITE SPOT. FOREGROUND MAKE PARK  
EFFECT, BEAUTIFULL LAWN AND FLOWERS ALL AROUND THE WALL. AUTUMN FOLIAGE ON TREES  
SHOW NICE CRAM ROADWAY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
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PHOTO TICKET

TRADE MARK

DEADLINE

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PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT

THE COLOR GUARD, U.S. MILITARY ACADEMY,  
WEST POINT, N.Y.

SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT

LEAVE 3 SPACE BETWEEN TITLE & PRIVATE

NO. - 8 *Photo in D6345*

COLOR DESCRIPTION

~~COLOR~~ OF CADET FLAT - GREY BACK BROUND GOLD AND BLACK. CENTER - GOLD FRINGE etc.  
GREY GOLD AND BLACK. AMERICAN FLAG GOLD FRINGE. BROWN COLOR GUNS. BRONZE

LANTERN LIGHTS AT TOP AUTUMN FOLIAGE. *Make horizontal over*

PUT SEAL IN UPPER RIGHT CORNER

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
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PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

DRESS PARADE, CADET BAND IN DISTANCE  
U.S. MILITARY ACADEMY, WEST POINT, N.Y.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. 12

COLOR DESCRIPTION

CADETS MEN IN FRONT L ADING-RED BELTS. GREY, GOLD TRIM.  
BAND IN DISTANCE BLUE UNIFORMS, GOLD TRIM. DETAIL IN AUTUMN FOLIAGE  
PUT SEAL IN UPPER RIGHT CORNER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

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*Harmon*

*HC 12  
A 10*

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PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. 2	R. M. NO
TITLE (IN FULL)  FIRST CLASS MEN, U.S. MILITARY ACADEMY, WEST POINT, N.Y.  PRIVATE NO. AFTER TITLE AT EXTREME RIGHT. LEAVE A SPACE BETWEEN TITLE & PRIVATE  NO. - 15		IMPRINT SAME AS ABOVE	
COLOR DESCRIPTION			

FEATURE OF THIS PICTURE IS THE VARIOUS COLORS. OF THE FLAGS - COLOR THEM  
THE BEST WAY YOU CAN AS WE CANNOT ASCERTAIN WHAT THE COLORS ARE. ALSO ADD  
LARGE FLAG POLE LEFT CORNER AND SEAL AT UPPER RIGHT. SUNSET SKY EFFECT

AUTUMN FOLIAGE

*get to do for color of Uniform*

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
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CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

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12



book

# 6 (25-26)

photo 6

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14 - 1 3/4  
6 - 4 1/4

HC 1 1/2  
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		DATE 11/7/35
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PLACE OF TITLE: <u>UPPER</u> LOWER, CENTER - BORDER.	FRONT NO. 2	R. M. NO
TITLE (IN FULL)	IMPRINT	SAME AS ABOVE
VISITORS REVIEWING DRESS PARADE, U.S. MILITARY ACADEMY, WEST POINT, N.Y. PRIVATE NO. AFTER TITLE AT EXTREME RIGHT. LEAVE A SPACE BETWEEN TITLE & PRIVATE NO. - 14		
COLOR DESCRIPTION		
SEAL IN UPPER RIGHT CORNER. VISITERS IN COLORFUL APPARAL AUTUMN FOLIAGE		
SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER X		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

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PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

GUARD MOUNT, U.S. MILITARY ACADEMY,  
WEST POINT, N.Y.

PRIVATE NO. AFTER TITLE AT EXTRE E RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE NO.

- 7

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. NO  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEAL IN U PER RIGHT CORNER. COLOR DISTAND LIGHT BUILDINGS.  
AUTUMN FOLIAGE. WORK PICTURE UP A LITTLE

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



envelope  
H2 1/2  
A10

repeat 6

NO. 5A-H2107 ✓

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

ORDER NO. 57125

DATE 11/7/35

12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. 2	R. M. NO
TITLE (IN FULL)		IMPRINT	SAME AS ABOVE
CADETS MARCHING TO PARADE GROUNDS, U.S. MILITARY ACADEMY, WEST POINT, N.Y. PRIVATE NO. AFTER TITLE AT EXTREME RIGHT. LEAVE A SPACE BETWEEN TITLE & PRIVATE NO. 9			

COLOR DESCRIPTION

AUTUMN FOLIAGE IN TREES. COLOR LOWER BUILDING LIKE MENS HALL. TOP BUILDING  
COLOR CADET CHAPEL  
PUT SEAL IN UPPER RIGHT CORNER.

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co.	CUSTOMER X	CURT TEICH & COMPANY, INC., CHICAGO	
PHOTO TICKET			

DEADLINE

5  
7



201 1/2  
A10

34

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 5A-H2108

ORDER NO. 57125

DATE 11/7/35

M12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

FLIRTATION WALK (AT THE KISSING ROCK) *smile type*

U.S. MILITARY ACADEMY, WEST POINT, N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 4

COLOR DESCRIPTION

MAKE A BEAUTIFUL AUTUMN FOLIAGE EFFECT. BRING OUT NICE CREAM OR LIGHT TAN TRAIL  
OR WALK, WITH SOME AUTUMN LEAVES ON WALK HERE AND THERE. RUSTIC BRANCHES AND  
VARICOLOR ROCKS. PUT SEAL IN UPPER RIGHT CORNER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 144

DEADLINE

12

8



~~X~~  
710 15  
A 10

THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 5A-H2109 ✓

ORDER NO. 57125

DATE 11/7/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

THE FRENCH MONUMENT, U.S. MILITARY  
ACADEMY, WEST POINT, N.Y.  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. 6

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. NO  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

FLAG IN DISTANT LEFT. ALSO NOTE DISTANT BATTLE MONUMENT AS PER ENCLOSED  
BATTLE MONUMENT CARD. WORK IN DETAIL IN CADETS AND MONUMENTS. MONUMENT GOLD  
COLOR. BASE BOTTOM GRANITE FOUNDATION, UPPER MARBLE, LIGHT CREAM  
PUT SEAL IN UPPER RIGHT CORNER

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



*on file*



*200 1 1/2  
A9 3/4*

*3 1/2  
2*

THE RUBEN PUBLISHING CO.,  
NE BURGH, N.Y.

NO. 5A-M2110

ORDER NO. 57125

DATE 11/7/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)  
U.S. MILITARY ACADEMY, WEST POINT, N.Y.  
BOT-ON THE HUDSON RIVER  
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT.  
LEAVE A SPACE BETWEEN TITLE & PRIVATE  
NO. 10

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. NO  
IMPRINT SAME AS ABOVE

*John m Dbl 70*

COLOR DESCRIPTION

WEST POINT SEAL IN UPPER RIGHT CORNER. WATER NOT TOO DARK. AUTUMN FOLIAGE  
LIGHTER. ADD FLAGS - OVER TALL BUILDING, MIDDLE BUILDING AND SMALL BUILDING  
NEAR CENTER WA L. SMALL BUILDING LIGHT COLORS. STONE BUILDINGS TIGHTER BROWN,  
WHITE TRIM. SIMILAR TO W.P. BACK COVER OF FOLDER

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co. -

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO. 6/11/36

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



5

NO. 5A-H2111 ✓

THE RUBEN PUBLISHING CO.,  
NEW BURG, N.Y.

ORDER NO. 57127

DATE 11/7/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT No. 2 R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

WESTCHESTER HOTEL AND COUNTRY CLUB

COLOR DESCRIPTION

AUTUMN FOLIAGE. WHITE BUILDING, RED BRICK TRIM. BASE FOUNDATION FANCY  
BRICK TAPESTRY. ORANGE & WHITE AWNINGS. GREEN TREES ON ROOF GARDEN.  
AUTUMN FOLIAGE TREES AT BOTTOM. FLOWERS BACK OF TREES AND UNDER TREES

*Red roof*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

11/10/35

DEADLINE

5



62

2001  
A 9 1/2

THE RUBEN PUBLISHING CO.,  
NEW BURG, N.Y.

NO. 5A-H2112 ✓

ORDER NO. 57127

DATE 11/7/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

FIRST NATIONAL BANK AND TRUST COMPANY,  
OSSINING, N.Y.

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT

LEAVE A SPACE BETWEEN TITLE & PRIVATE

NO. - 9

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

AUTUMN FOLIAGE. LIME STONE BUILDING, CREAM PANEL TRIM. CREAM  
ORNAMENTED STONE CARVINGS. ORANGE CURTAINS IN WINDOWS. ROB ROY SIGN AT  
RIGHT OF BUILDING. COVER WITH IVY VINE. BREAK UP SMALL BUILDING  
VARIATION OF COLOR

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

3



THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO 5A-H2113 ✓

ORDER NO. 57127

DATE 11/7/35

M1., 500 C.T. ART. COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

RIP VAN WINKLE BRIDGE, HUDSON RIVER, N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

AUTUMN FOLIAGE. SILVER BRIDGE, CREAM TRIM. GRANITE BASE FOUNDATION WITH  
LITTLE COLOR. TAN ROADWAY. TRY TO SHOW A LITTLE SKYLINE. LIGHTEN FOLIAGE IN  
FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. **5A-H2114** ORDER NO. **57140** DATE **11-7-1935**

CUSTOMER

**TEMPLE SQUARE HOTEL,  
SALT LAKE CITY, UTAH**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

**25 M PC SIZE 3 1-2 X 5 1-2**

STYLE **ART COLOR ONE, WHITE BORDER**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **TEMPLE SQUARE HOTEL — SALT LAKE  
CITY, UTAH**

FRONT NO. **5** (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

**SEE SKETCH ATTACHED. CUSTOMER PREFERS  
ETCHING EFFECT AS PER SAMPLE ATTACHED.  
TAKE CROSSES OFF OF TEMPLE.**

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

**COLOR ABOUT THE SAME AS 3A-H667**

PHOTO RETURNED

TO

PHOTO USED FOR

*Red Mark*  
*8/13/35*

*4A-H667*

*Ret 10*  
*H.C.P. 1/4*  
*11 1/2*



2 1/2

HE 1 1/2  
A 9 1/2

(A)

J. P. GARROW NEWS CO.,  
CLARKSBURG, W. VA.

NO. 5A-H2115 ✓

ORDER NO 57102

DATE 1/7/35

M 12,500 C.T. ART COLORTONE POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. 10

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

BLACKWATER CANYON, MONONGAHELA NATIONAL  
FOREST, WEST VIRGINIA  
~~BOT-SMALL-TYPE-IP~~OTO BY COURTESY U.S.  
FOREST SERVICE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 100

DEADLINE

(1)

12



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
RETURN PHOTO  
YES  
NO

DIAL NO. 5A-H2116 ORDER NO. 57147 DATE 11-8-1935

CUSTOMER ST. JOSEPH SANATORIUM AND HOSPITAL,  
ALBUQUERQUE, N. M.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper Lower, Center Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ST. JOSEPH SANATORIUM AND HOSPITAL,  
ALBUQUERQUE, NEW MEXICO

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

USE PHOTO NO. 2385-30.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION  
BLDG. IS COMPOSED OF A VARIATION OF SHADES WITH A SILVER PURPLISH GREY PREDOMINATING. SEE  
SAMPLE ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

2 1/2  
210  
A-10  
C-1/2



3

Dr

HC 13  
A83

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A-H2117

ORDER NO. 57153

DATE 11-8-1935

12<sub>M</sub> 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ALGONQUIN BAY, BOLTON  
LANDING ON LAKE GEORGE, N. Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4" FROM RIGHT  
EDGE IN UPPER BORDER- 519

COLOR DESCRIPTION

PUT CLOUDS IN SKY

DO NOT USE TOO MUCH BRIGHT BLUE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE CUT 117

DEADLINE

4

8



2 1/2

X 1 1/2  
A 8 1/4

arr 8/15  
Rush

NO. 5A-H2118

ORDER NO. 57153

DATE 11-8-1935

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

12 M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

DO ME AND RECLUSE ISLANDS  
BOLTON LANDING ON LAKE GEORGE, N.Y.

PRIVATE NO. 3-4" FROM RIGHT EDGE  
IN UPPER BORDER- 517

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

DO NOT GET TOO MUCH BRIGHT BLUE IN WATER.  
PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co. -

B. L. & W. PROOF  
X CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 100

DEADLINE

4

5



2 1/2

200/2  
AS

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

✓ NO. 5A-H2119

ORDER NO. 57153

DATE 11-8-1935

12 M 500 ART COLOR TONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. <u>1</u>	R. M. <u>NO</u>
TITLE (IN FULL) <u>SAGAMORE ISLAND, BOLTON</u>		IMPRINT	<u>SAME AS ABOVE</u>
<u>LANDING ON LAKE GEORGE, N. Y.</u>			
<u>TONGUE MOUNTAIN IN BACKGROUND</u>			
<u>PRIVATE NO. 3-4'' FROM RIGHT EDGE</u>			
<u>IN UPPER BORDER- 518</u>			
COLOR DESCRIPTION			
<u>DON'T GET WATER SUCH A BRIGHT BLUE,</u>			
<u>PUT CLOUDS IN SKY</u>			

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

11-8-1935

DEADLINE

✓

13



2 1/2

2102  
A9

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

✓ NO. 5A-H2120

ORDER NO. 57153

DATE 11-8-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PUBLIC PARK AND LAMBS

BOAT LIVERY, BOLTON LANDING ON  
LAKE GEORGE, N. Y.

PRIVATE NO. 3-4" FROM RIGHT EDGE  
IN UPPER BORDER- 515

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

BLDGS. WHITE EXCEPT LOWER CABINS NATURAL WOOD COLOR SHINGLED.  
ROOFS GREEN. DON'T GET WATER COLORED SUCH A BRIGHT BLUE.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

HEADLINE

4

12



C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

✓ NO. 5A-H2121

ORDER NO. 57152

DATE 11-8-1935

6M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE ALGONQUIN, BOLTON  
LANDING ON LAKE GEORGE, N. Y.

PRIVATE NO. 3-4'' FROM RIGHT EDGE  
IN UPPER BORDER- 520

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

LIGHT GRAY, WHITE TRIM. CANOES EMERALD GREEN. ROW BOATS WHITS.  
REMOVE WIRES. DO NOT USE TOO VIVID BLUES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. 7/10/36

PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H2122 ORDER NO. 57159 DATE 11-8-1935

CUSTOMER THE ADVERTISERS PRESS,  
PHILADELPHIA, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M FC GROUP (5) SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

STATE HOUSE RESTAURANT

(ETC. AS P. R. LAYOUT)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

THE ADVERTISERS PRESS, PHILADELPHIA, PA

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing

Follow Layout

SEE LAYOUT ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ON PHOTOS.

VAR 4 RUSIA

4 photos ret.  
5/25/36

RETURN PHOTO

YES

NO

HC- 214

A- 15

C- 3/4

4

1 1/2

PHOTO RETURNED

TO

PHOTO USED FOR

8/12/8



200 12  
A9

2

MARKEN & BIELFELD, INC.,  
FREDERICK, MD.

✓ NO. 5A-H2123

ORDER NO. 57175

DATE 11-8-1935

12 1/2 M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TUNNEL ON SKYLINE DRIVE,  
SHENANDOAH NATIONAL PARK, VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 14 R. M. NO

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT AT BOTTOM

COLOR DESCRIPTION

GRAY & BROWNISH MIXED STONE, DARK DRIVE. GREEN FOLIAGE ON TREES. USE GOOD RICH  
GREENS AND ROCK OF THE SAME COLOR AS SHOWN ON ~~XXXXXX~~ SAMPLE ATTACHED. REFRAIN  
FROM THE USE OF BRIGHT ORANGE OR RED SHADING IN THE FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

1

12



9

DALLAS POST CARDS,  
DALLAS, TEXAS

NO. 5A-H2124

ORDER NO. 57173

DATE 11-8-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) "DAWN AT THE ALAMO" FROM A  
PAINTING IN THE TEXAS STATE CAPITOL  
AT AUSTIN

IMPRINT  
D.P.C.

COLOR DESCRIPTION

SEE CARD ATTACHED FOR COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 212

DEADLINE

3

6



DALLAS POST CARDS,  
DALLAS, TEXAS

✓ NO. 5A-H2125

ORDER NO. 57173

DATE 11-8-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO YES

TITLE (IN FULL) THE PETROLEUM PRODUCTS  
BUILDING AT TEXAS CENTENNIAL EXPOSITION,  
DALLAS, TEXAS

IMPRINT D.P.C.

COLOR DESCRIPTION

SEE COLORED PHOTO.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE OUT 48

DEADLINE

3



A 10 1/2

DALLAS POST CARDS,  
DALLAS, TEXAS

NO. 5A-H2126

ORDER NO. 57173

DATE 11-8-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) THE SECOND SECTION OF THE  
LIVE STOCK BUILDING AT TEXAS CENTENNIAL  
EXPOSITION, DALLAS, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT ~~XXXX~~ D.P.C.

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

3

5

5



82

auth 11/17/35

21015  
894

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 5A-H-127

ORDER NO. 57168

DATE 11-12-1935

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

TITLE (IN FULL) WENDELL HOTEL, PITTSFIELD,  
MASS.

PRIVATE NO. 1 FROM RIGHT EDGE IN  
UPPER BORDER-142

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. MNO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION COLOR SCHEME OF THE HOTEL WAS NOT VERY GOOD ON SAMPLE  
ATTACHED. THERE SHOULD BE A FLAG SHOWING AT EACH OF THE TWO FRONT CORNERS,  
AND THE COLOR OF THE LEFT PORTION OF THE BUILDING AS WELL AS THAT IN THE  
BACK SHOULD BE THE SAME SHADE EXACTLY AS THE RIGHT PORTION WHICH IS ABOUT  
CORRECT PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

3



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H2128 ORDER NO. 57167 DATE 11-8-1935

CUSTOMER THE ROYALTON,  
MIAMI, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M FC GROUP 3 SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: THE ROYALTON MIAMI, FLORIDA

BOT: TWO BLOCKS FROM PARK AND BAY

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT & INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

RUSH

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

*18.50*  
*Post Mark*  
*[Signature]*

*Layout*  
*Rel.*  
*HC 2/4*  
*A 14*  
*C 1/2*

3  
10  
7

*off d.*



A16

Spec for 2-3  
3-7 1/4

MINISKY BROS. & CO., <i>Publishing Division</i>		NO. 5A-H2129
PITTSBURGH, PA.		ORDER NO. 57187
		DATE 11-12-1935
25M ART COLORTONE POST CARDS, WHITE BORDER		
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. NO
TITLE (IN FULL) GREETINGS FROM PITTSBURGH, PA.	IMPRINT SAME AS ABOVE	
BOT, SMALL TYPE- (C) C.T.&CO., CHICAGO	PUT AT TOP IN MESSAGE SPACE PITTSBURGH PROMOTES PROGRESS	
PRIVATE NO.-		
COLOR DESCRIPTION		
PUT CATHEDRAL OF LEARNING IN LOWER CORNER SAME AS WASHINGTON, D.C. GREETING CARD.		
SUBMIT: RET. PHOTO    B. L. & W. PROOF    HANDCOL PROOF    RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & Co. - <input checked="" type="checkbox"/> CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

3  
2  
10



6

20013  
A9.

MINISKY BROS. & CO.,  
PITTSBURGH, PA.

NO. 5A-H2130 ✓

ORDER NO. 57188

DATE 11-9-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ALLEGHENY COUNTY COURT  
HOUSE, PITTSBURGH, PA.

PRIVATE NO. UPPER LEFT CORNER-627

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PUT AT TOP OF MESSAGE SPACE  
"PITTSBURGH PROMOTES PROGRESS"

COLOR DESCRIPTION

LIGHT GRAY STONE. DARK SLATE ROOF. SILVER GRAY SASH. BROWN TILE  
TRIM ON ROOF CORNERS. GREEN SHRUB PINE IN GRAY VASES AT ENTRANCE ON  
LEFT. GRAY TOP ON TOWER.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8



22

200 1/2  
A-96

MINSKY BROS. & CO.,  
PITTSBURGH, PA.

NO. 5A-M2131 ✓

ORDER NO. 57189

DATE 11-12-1935

25M ART COLOR TONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

BLOCK HOUSE, BUILT  
1764, PITTSBURGH, PA.

PRIVATE NO. <sup>upper left corner</sup> ~~BEFORE~~ TITLE - 610

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

~~NO~~ YES

IMPRINT

SAME AS ABOVE

PUT AT <sup>BOTTOM</sup> ~~TOP~~ OF MESSAGE SPACE

"PITTSBURGH PROMOTES PROGRESS"

COLOR DESCRIPTION

USE PHOTO NO. 596-30.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

NOT POST 1935

DEADLINE

14



28874  
A14

MINSKY BROS. & CO.,  
PITTSBURGH, PA.

NO. 5A-H2132 ✓

ORDER NO. 57190

DATE 11-9-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) DOWNTOWN SKYLINE SHOWING

IMPRINT SAME AS ABOVE

GULF AND KOPPERS BUILDINGS,  
PITTSBURGH, PA.

PUT AT TOP OF MESSAGE SPACE

PRIVATE NO. UPPER LEFT CORNER 611

"PITTSBURGH PROMOTES PROGRESS"

COLOR DESCRIPTION

FOREGROUND BLDG. DARK RED, SLATE ROOF. 1ST TALL BLDG. LIGHT STONE ALL  
OVER. 2ND TALL BLDG. LIGHT STONE. COPPER TOP ON ROOF. BRONZE SASH.  
CENTER LARGE BLDG. DARK DULL RED BRICK. GRAY CORNICE & TRIM. TALL  
BLDG. ON LEFT GRAY STONE. TOWER ON LEFT LIGHT GRAY STONE. ON RIGHT  
FOREGROUND POST OFFICE GRAY STONE ALL OVER. ON RIGHT REAR 1ST DARK  
RED, REAR GRAY. ON LEFT FOREGROUND SMALL BLDGS. DARK RED BRICK

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DUPLICATE

DEADLINE

B



20013  
A 8 3/4

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 5A-H-133 ✓

ORDER NO. 57183

DATE 11-11-1935

1 1/2 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.  
TITLE (IN FULL) ARMORY, WESTFIELD, MASS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. 3/4" FROM RIGHT EDGE IN  
UPPER BORDER -52

COLOR DESCRIPTION

RED BRICK, GRAY SLATE ROOF REMOVE WIRES PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE Oct - 35

DEADLINE

14  
15  
3



4

20012  
A83

C.W.HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 5A-H2134 ✓

ORDER NO. 57183

DATE 11-11-1935

12<sup>1</sup>/<sub>2</sub> MART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. MNO

TITLE (IN FULL) HIGH SCHOOL, WESTFIELD, MASS.

IMPRINT SAME AS ABOVE

PRIVATE NO. 2" FROM RIGHT EDGE IN  
UPPER BORDER -53

COLOR DESCRIPTION

RED BRICK, GRAYXXXXXXXXXX WHITE TRIM, BLACK DOME PUT CLOUDS IN SKY

*All Autos out*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

10



2

2101K  
APR

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 5A-H2135 ✓

ORDER NO. X 57180

DATE 11-11-1935

12 1/2 MART COLORTONE POST CARD WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. X 1 R. M. NO

TITLE (IN FULL) CRANDALL PARK, GLENS FALLS,  
N.Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. 1" FROM RIGHT EDGE IN  
UPPER BORDER-50

COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. -X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 41-10

12



9 1/2

NO. 5A-~~H2137~~ **H2137**

ORDER NO. 57196

DATE **11-12-1935**

DESERET BOOK COMPANY  
SALT LAKE CITY, UTAH

12 1/2 M Art Colortone POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) PART OF SALT LAKE CITY FROM  
UNIVERSITY CAMPUS GREAT SALT LAKE IN  
THE DISTANCE

PRIVATE NO. BEFORE TITLE -954

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **1** R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION  
SEE TISSUE AND INSTRUCTIONS ATTACHED

SUBMIT: RET. PHOTO B. L. & W. PROOF ☒ HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

28



3

*Rush*

*200 1 1/2  
A-8 3/4*

*Sheet 73*

JOHN A. MORAN,  
BLOOMFIELD, N. J.

NO. 5A-H2138 ✓

ORDER NO. 57197

DATE 11-12-1935

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) BROOKSIDE PARK, BLOOMFIELD,  
N. J.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5AH2139

ORDER NO. 57206

DATE 11-13-1935

CUSTOMER DEAN ALVORD  
CLEARWATER, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

7  
Photos for  
this Customer

12 1/2 POST CARDS

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLOR IT WHITE BORDER

PLACE OF TITLE: Upper Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TEA HOUSE, JAPANESE GARDEN, EAGLES NEST,  
CLEARWATER-VELLEAIR, FLA.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE HAND-COLORED PHOTO ATTACHED

RETURN COLORED PHOTO

11/11/36

RUSH

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES

DIAL NO. 5AH2140

ORDER NO. 57206

DATE 11-13-1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER DEAN ALVORD  
CLEARWATER, FLA.

12 1/2 POST CARDS

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ~~SOUTH~~ BROOK CASCADE, EAGLES NEST,  
CLEARWATER--BELLEAIR, FLA.

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE HAND-COLORED PHOTO ATTACHED

RETURN COLORED PHOTO

1/11/36

PHOTO RETURNED

TO

PHOTO USED FOR

RUSH

Rel 2 1/2  
see 1 1/2  
A 93/4  
C 11/4

68



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A-112141

ORDER NO. 57206

DATE 11-13-1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER DEAN ALVORD  
CLEARWATER, FLA.

12 1/2 M POST CARDS

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ROCK GARDEN, JAPANESE GARDEN, EAGLES  
NEST, CLEARWATER--BELLEAIR, FLA.

FRONT NO. 5

(All of this on address side)

R. M.

same as 5A-112139  
Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE HAND-COLORED PHOTO ATTACHED

RETURN COLORED PHOTO

11/1/36

RETURN PHOTO YES NO

RUSH

PHOTO RETURNED

TO

PHOTO USED FOR

Rel 2 1/2  
200 1 1/2  
10  
C 1/4

8



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER — PHOTO RETURNED TO PHOTO USED FOR

DIAL NO. 5A-H2142 ORDER NO. 57206 DATE 11-13-1935

CUSTOMER DEAN ALYORD  
CLEARWATER, FLA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

7  
Photos for  
this Customer

12 1/2" M POST CARDS SIZE 3 1/2" x 5 1/2"

STYLE PHOTO COLOR IT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full LILY POOL, JAPANESE GARDEN, EAGLES NEST,  
CLEARWATER--BELLEAIR, FLA.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE HAND-COLORED PHOTO ATTACHED

RETURN COLORED PHOTO

Ret. 1/11/36

NO

YES

RETURN PHOTO

Colo

6  
5



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A-H2143

ORDER NO. 57206

DATE 11-13-1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

7  
Photos for  
this Customer

CUSTOMER DEAN ALVORD  
CLEARWATER, FLA.

12 1/2 M POST CARDS

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper Lower Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full INTERIOR, BUDDHA TEMPLE, J. PANESE GARDEN,  
EAGLES NEST, CLEARWATER--BELLEAIR, FLA.

FRONT NO. 5

(All of this on address side)

R. M.

Don't 215AH2139

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE HAND-COLORED PHOTO ATTACHED

RETURN COLORED PHOTO

1/11/36

RUSH

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO

YES

NO

12

1/4

2 1/2

200

12

1/4

2 1/2

200

12

1/4

2 1/2

200

12



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
RETURN PHOTO  
YES  
NO

DIAL No. 5A-H2144 ORDER NO. 57206

DATE 11-13-1935

CUSTOMER DEAN ALVORD  
CLEARWATER, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED



12<sup>1</sup>/<sub>2</sub>" POST CARDS SIZE 3<sup>1</sup>/<sub>2</sub>"x5<sup>1</sup>/<sub>2</sub>"

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOUND OF THE BASKERVILLES, EAGLES NEST,  
CLEARWATER--BELLEAIR, FLA.

FRONT NO. 5  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout TAKE OUT BOARD IN FRONT OF HOUND  
PUT IN GRASS

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

XXXXXXXXXXXXXXXXXXXX

SEE HAND-COLORED PHOTO ATTACHED

RETURN COLORED PHOTO

ret 1/11/36

RUSH

PHOTO RETURNED

TO

PHOTO USED FOR

2 1/2  
HC 1 1/2  
A 9 1/2  
C 3/4

5



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
RETURN PHOTO

DIAL NO. 5A-H2145 ORDER NO. 57206 DATE 11-13-1935

CUSTOMER DEAN ALVORD  
CLEARWATER, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

7  
Photos for  
this Customer

12<sup>1</sup>/<sub>2</sub> POST CARDS SIZE 3<sup>1</sup>/<sub>2</sub>x5<sup>1</sup>/<sub>2</sub>

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE Upper, Lower, Center Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full PAGODA, JAPANESE GARDEN, EAGLES NEST,  
CLEARWATER--BELLEAIR, FLA.

(All of this on address side)  
FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE HAND-COLORED PHOTO ATTACHED

RETURN COLORED PHOTO

ret 1/11/36

RUSH

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 2 1/2  
H.C. 1 1/2  
A-10  
C-3/4



H. PAULSON,  
GRAND VIEW POINT HOTEL,  
CENTRAL CITY, PA.

NO5A-H2146 ✓

ORDER NO 57222

DATE 1-11-1935

6 MART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. MNO

TITLE (IN FULL) LINCOLN HIGHWAY APPROACHING  
GRAND VIEW POINT HOTEL ON TOP OF  
OF THE WORLD, NEAR SUMMIT OF  
ALLEGHENY MTS., 17 MILES WEST OF  
BEDFORD, PA.

PRINT SAME AS ABOVE

2CP 2523

COLOR DESCRIPTION

BLDG. ON REAR LEFT WHITE, DARK GREEN ROOF. REMOVE TREES  
IN FOREGROUND & SHOW LIGHT. LIGHT GRAY ROAD UP THE MOUNTAINS FROM  
THE RIGHT TO LEFT CENTER. SHOW GREEN SPRINGTIME FOLIAGE ON TREES.  
SHOW REAR MOUNTAIN CLEAR & GREEN ON REAR. SHOW WHITE FENCE POSTS  
ALONG ROAD ON LEFT SIDE OF ROAD. MAKE SPRINGTIME FOLIAGE ON TREES &  
MAKE HILLS AND MTS. GREEN. SET IN LARGE BOAT ATTACHED IN PLACE  
WHERE BOAT IS ON THIS PHOTO ON REAR LEFT.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co. X

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE

6  
8



H. PAULSON,  
GRAND VIEW POINT HOTEL,  
CENTRAL CITY, PA.

NO. 5A-H2147 ✓

ORDER NO. 57222

DATE 11-14-1935

6 MART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VIEW FROM S.S. GRAND VIEW  
POINT HOTEL, LOOKING INTO 3 STATES  
AND 7 COUNTIES, 17 MILES WEST OF  
BEDFORD ON U.S. 30.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION SHOW PA, MD, W, VA IN SKY NOT ON SCENERY LIKE THIS  
CARD. REAR MTS. MUST BE WORKED IN CLEAR & GREEN SHOWING DETAIL.  
DRAW IN CLEAR ROAD ON CENTER LEFT LEADING TO CENTER, MAKE ROAD  
LIGHT GRAY SO IT WILL SHOW DISTINCT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. X

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



22C 1 1/2  
A-9 3/4

11/11

SAPIRSTEIN GREETING CARD CO.  
CLEVELAND, OHIO

2148  
NO. 5A-H2148  
ORDER NO. 57228  
DATE 11-13-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL) HOTEL CLEVELAND,  
TERMINAL TOWER AND U.S. POST OFFICE,  
CLEVELAND, OHIO

IMPRINT SAME AS ABOVE

404 20

PRIVATE NO. BEFORE TITLE - 80

COLOR DESCRIPTION

BLDGS. ALL LIGHT STONE. TOWER LIGHT STONE, GOLD POINT ON TOWER.  
BRONZE SASH. GRAY FENCE AROUND SUBWAY. STREET CARS DARK BUFF.  
DARK STREET PAVING. WHITE LETTERS ON HOTEL CLEVELAND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TEICH & CO.



HE 134  
A10

6

SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 5A-H2149 ✓

ORDER NO. 57228

DATE 11-13-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL) ST. JOHN'S CATHEDRAL.

IMPRINT SAME AS ABOVE

CATHOLIC RECTORY AND CATHOLIC  
SCHOOL, CLEVELAND, OHIO

PRIVATE NO. BEFORE TITLE- 79

COLOR DESCRIPTION

CHURCH DARK DULL RED BRICK, SLATE ROOF, GRAY STEPS, DARK GRAY CORNICE  
& TRIM, LIGHT GRAY ENTRANCES, DARK SLATE STEEPLE, GOLD CROSS, ON LEFT  
BLDG. DARK GRAY. REMOVE NEW ERIE HOTEL SIGN AND MAKE A SOLID  
COLOR, ON RIGHT 2 BLDGS, DARK DULL RED BRICK, GRAY TRIM, SLATE ROOFS.  
GREEN LAWN & SHRUBBERY, DARK GREEN FENCE, REMOVE TRUCK ON RIGHT &  
PEOPLE IN FOREGROUND, REMOVE ALL AUTOS ON LEFT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

DEADLINE



PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL NO. 5A-H2150 ORDER NO. 57241 DATE 11-13-1935

CUSTOMER THE MARCUS SHOE CO.,  
AKRON, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M FC SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full "STYLED BY SHIRLEY"  
YOUR ASSURANCE  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

RETURN PHOTO YES

PHOTO RETURNED

PHOTO USED FOR

VERY VERY RUSH

Art W. H.  
6.00



3

*sym*

*201 1/2*  
*A9*

J. B. HOFFMAN,  
HARRISBURG, PA.

NO. ~~3A-M2151~~ *✓*

ORDER NO. 57242

DATE 11-14-1935

12 M500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) POLY CLINIC HOSPITAL,  
HARRISBURG, PA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 60

COLOR DESCRIPTION

DARK RED BRICK, LIGHT STONE CORNICE, TRIM AND ENTRANCE  
ON LEFT CENTER OF BUILDING, WHITE WINDOW FRAMES AND SASH ON RIGHT  
PEA GREEN SASH ON LEFT WITH WHITE FRAMES. ON RIGHT RED AND PURPLE  
FLOWERS ALONG BUILDING, RED FLOWER BED ON RIGHT EDGE, ON LEFT RED  
& YELLOW FLOWERS. BLDG. ON REAR LEFT SAME COLOR, SLATE ROOF, GREEN  
LAWN & FOLIAGE.

*No yellow Colors*

PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. - ☒

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE CUT UP

DEADLINE

*104*



J. B. HOFFMAN,  
HARRISBURG, PA.

NO. 5A-H2152 ✓

ORDER NO. 57242

DATE 11-14-1935

12 M 500 ART COLORTONE POST CARDA WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ITALIAN GARDENS,  
HARRISBURG, PA.

PRIVATE NO. BEFORE TITLE - 61

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

FLOWERS RED AND PURPLE ON RIGHT & LEFT, CENTER PINK  
AND WHITE. REAR CENTER FLOWER BED RED, REAR LEFT PURPLE, REAR  
RIGHT PINK, GREEN SHRUBBERY AND LAWN. BLDGS. ON RIGHT BRIGHT  
BUFF, CREAM & WHITE. SLATE ROOFS. BLDGS. ON REAR LEFT, LIGHT GRAY  
& BUFF, SLATE ROOFS. REMOVE POLES

*No yellow colors*

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



28 1/2  
A9

J. B. HOFFMAN,  
HARRISBURG, PA.

NO5A-H2153 ✓

ORDER NO 57242

DATE 11-14-1935

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) BEAUTIFUL SCENE IN  
ITALIAN GARDENS, HARRISBURG, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 62

COLOR DESCRIPTION

SWAN WHITE. PINK & WHITE WATER LILLIES, BROWN STONE  
WALL AROUND LAKE, GREEN HEDGE & SHRUBBERY, GRAY WALK.

*No yellow colors.*

PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. X

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET

68



*Handwritten:*  
206  
A9

*Handwritten:*  
K. 21-32  
10 - open Jan. 1

J. B. HOFFMAN,  
HARRISBURG, PA.

NO5A-H2154 ✓

ORDER NO. ~~XXXX~~  
57242

DATE 11-14-1935

12M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT No. 1 R. M. NO
TITLE (IN FULL) WM. PENN HIGHWAY AND SUSQUEHANNA WATER GAP FROM ROCKVILLE BRIDGE, HARRISBURG, PA.	IMPRINT SAME AS ABOVE
PRIVATE NO. BEFORE TITLE - 63	

COLOR DESCRIPTION ON RIGHT 1ST BLDG. WHITE SILVER COLOR ROOF, WHITE  
PORCH & SIGN. 2ND BLDG. WHITE, GRAY ROOF, WHITE CEMENT ROAD &  
FENCE. SHOW MOUNTAINS CLEAR & GREEN IN REAR CENTER

*Handwritten:* No yellow colors

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET

*Handwritten:*  
2/1/37  
2/1/38

*Handwritten:*  
14  
M



on the  
11-14-35  
A 10 1/2

8

J. B. HOFFMAN,  
HARRISBURG, PA.

NO. 5A-H2155

ORDER NO. 57243

DATE 11-14-1935

12M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

FRONT NO. U

R. M. NO

TITLE (IN FULL) CAPLAN BUILDING AND STORE ~~ST~~ SAME AS ABOVE  
AND MARKET STREET FROM MARKET  
SQUARE, HARRISBURG, PA.

PRIVATE NO. BEFORE TITLE - 59

COLOR DESCRIPTION

CORNER BLDG. BUFF BRICK, LIGHT GRAY CORNICE. LIGHT  
BROWN AWNINGS. COPPER MARKEE IN CENTER. WHITE SIGNS, BLACK LETTERS  
OVER AWNINGS. BLACK SIGNS, WHITE LETTERS ON WINDOWS. GRAY RAILING  
ON LEFT. COPPER WINDOW FRAMES ON FIRST FLOOR, YELLOW WINDOW FRAMES  
ON 2ND, 3RD & 4TH FLOORS. ON LEFT BLDG. BUFF, BROWN TRIM, ON RIGHT  
2ND BLDG. GRAY 3 BUFF, 4 GRAY, 5 RED, OTHERS RED AND GRAY. REMOVE  
ALL POLES AND WIRES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET: UP

DEADLINE

3



J. B. HOFFMAN,  
HARRISBURG, PA.

NO. 5A-H2156

ORDER NO. 57242

DATE 11-14-1935

12 M500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER ~~LOWER~~ CENTER - BORDER.

TITLE (IN FULL) BIRD'S EYE VIEW OF  
ROCKVILLE BRIDGE, LONGEST STONE  
ARCH BRIDGE IN THE WORLD,  
HARRISBURG, PA.

PRIVATE NO. BEFORE TITLE - 64

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. MNO

IMPRINT SAME AS ABOVE

8 1323

COLOR DESCRIPTION

GRAY STONE BRIDGE. TRAIN ON BRIDGE DARK DULL RED  
REMOVE OLD STONE PIERS ON RIGHT OF BRIDGE. MOUNTAIN SCENERY IN  
IN DISTANCE MUST SHOW CLEAR & GREEN. NO YELLOW COLORS ON SCENERY.  
WHITE CEMENT ROAD IN FOREGROUND. REMOVE DEAD LIMBS IN LEFT CENTER  
FOREGROUND & SHOW CEMENT HIGHWAY.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET 12



J. B. HOFFMAN,  
HARRISBURG, PA.

NO. 5-AH2157 ✓

ORDER NO. 57242

DATE 11-14-1935

12M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER, AND  
SUSQUEHANNA RIVER & WM.  
PENN HIGHWAY, SHOWING ROCKVILLE &  
MARYSVILLE, HARRISBURG, PA. AND

FRONT NO. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 65

(ALL OF THIS ON THE ADDRESS SIDE)

COLOR DESCRIPTION BLDG. ON LEFT FOREGROUND WHITE, BLDGS. ON CENTER DARK  
RED, BLDGS. ON RIGHT LIGHT GRAY, WHITE CEMENT ROAD. BLDG. ON REAR  
LEFT WHITE & RED ON LEFT END. REMOVE WHITE STREAK ON WATER &  
MAKE WATER BLUE, SHOW MOUNTAINS CLEAR & GREEN.

*No yellow colors*

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF J. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE 12E 12



280176  
510

3

J. B. HOFFMAN,  
HARRISBURG, PA.

NO. 5A-H2158 ✓

ORDER NO. 57242

DATE 11-14-1935

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VIEW FROM TOP OF PETERS  
MOUNTAIN LOOKING TOWARDS HALIFAX &  
MILLERSBURG, HARRISBURG, PA. AND

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE'- 66

COLOR DESCRIPTION DARK GREEN FOLIAGE & MOUNTAINS IN REAR, PLOWED FIELDS  
LIGHT BROWN COLOR, SHOW RIVER ALONG REAR CENTER WINDING AROUND  
REAR RIGHT THROUGH GAP. WHITE FENCE POSTS.

*No yellow colors*

PUT CLOUDS IN

SUBMIT: RET. PHOTO

☒ L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP

11



HOFFMAN,  
J. B. XXXXXXXXX,  
HARRISBURG, PA.

NO. 5A-H2159 ✓

ORDER NO. 57242

DATE 1-14-1935

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) VIEW FROM TOP OF PETERS  
MOUNTAIN, LOOKING TOWARDS  
HARRISBURG, PA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 67

COLOR DESCRIPTION SHOW RIVER WINDING ALONG MOUNTAIN ON REAR RIGHT &  
CENTER. SHOW MOUNTAINS CLEAR & GREEN IN REAR

*No yellow colors*

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE LET UP



J. B. HOFFMAN,  
HARRISBURG, PA.

NO 5A-H2150

ORDER NO. 57246

DATE 11-14-1935

25 M000 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) STATE CAPITOL AT NIGHT,  
HARRISBURG, PA.

PRIVATE NO. BEFORE TITLE - 50

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION USE PHOTO NO. 3A-H912 MAKE NIGHT SCENE . SEE CARD  
NO. 4A-H723 FOR ILLUMINATION. PUT CLOUDS IN SKY

*Leave flags off poles*

*no yellow is shown*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP



6

NO.5A-H2161 ✓

Marken & Bielfeld, Inc.,  
FREDERICK, MD.

ORDER NO. 57256

DATE 11-19-35

25M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. 14

R. M. Yes

TITLE (IN FULL) SOUVENIR FROM GETTYSBURG -  
AMERICA'S GREATEST SHRINE

IMPRINT SAME AS ABOVE

BOT, SMALL TYPE: COPYRIGHT MARKEN & BIELFELD, INC.

PRIVATE NO. LOWER LEFT CORNER. - 32

PUT PLATE NO. ON FRONT AT BOTTOM.

COLOR DESCRIPTION GREY CLOUD EFFECT, CANNON AND MUSKETS IN NATURAL COLOR AND FLAG  
IN USUAL COLORING. WHITE BACKGROUND WITHOUT ANY BORDER. TABLET TO B. BRONZE  
EFFECT AND LETTERING MUST BE LEGIBLE. IF ADVISABLE THIS CAN BE IN WHITE BUT, IT  
MUST BE READIBLE. BUST OF LINCOLN SAME COLORING AS LETTERING

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. 5/31/39

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

12  
10



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL No. ☒ 5A-H2162 ORDER NO. 57273 DATE 11-15-1935

CUSTOMER DAVIS TAILORING CO.,  
CINCINNATI, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full 4 OF THE 40 NEW METROPOLITAN STYLES  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes ☐ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint ☐ No Imprint

RETOUCHING DEPARTMENT  
☒ Submit — Sketch — ☒ Layout — ☐ Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS & LAYOUT ATTACHED.

PHOTO LITHO  
Rephoto

NEG.NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
☒ Blue Print ☒ Handcolor ☐ Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

RUSH

PHOTO RETURNED TO PHOTO USED FOR

Del 2 1/2  
HP 1 3/4  
A 12  
C 3/4